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The Products & Services Magazine for the UK Drinks Production Industry

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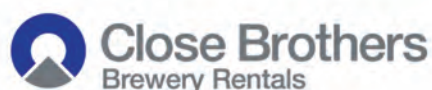
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INSTALLATION & TUITION

and there's all the latest

INDUSTRY NEWS

Plus useful information for brewers
about joining the **BFBi**

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Representing the entire value chain
supplying the Brewing, Food &
Beverage Industry

The value of working together

As we approach the summer months and industry events approach, I often think how lucky I am to work in a job I love and an industry that still recognises, for the most part, the value of working together, as colleagues, suppliers and customers.

What makes the drinks industry, and in particular the alcoholic drinks industry, so rewarding, other than the end product?

In my humble opinion, it is the fact that we are somewhat old-fashioned in today's fast-paced, margin-driven commercial environment. We still work to best practice, quality, strong communication between supplier and customer.

My year is route-marked with a number of events, such as our lunches and dinners, tours, seminars, social events, overseas exhibitions, all of them enjoyable and, none of them "jollies", no matter how social the occasion.

What is wrong with meeting with colleagues; peers; customers, old, new and yet-to-be, to talk non commercially about our industry, with the aim of ensuring that we are all the better informed and stronger for it – whether it be in a seminar room or golf course?

From grain to glass, BFBi's remit is to bring benefit to our members via representation, information and communication. We strongly believe that if we can endorse best practice and quality of product to our Members then the end product will be the better for it. The fact that a number of our events are fun, as well as informative, is all the better.

With so many organisations representing so many aspects of the drinks supply chain, at a time when the challenge that is Brexit brings an unknown future, I want to, again, make a plea that we combine forces to form a cohesive approach, increasing the strength and effectiveness of our message. So, if any of the other organisations read this – how about it? Let's join forces and create a cohesive strategy for



the future to ensure we are all enjoying our industry for many years to come.

Speaking of events, BFBi has a calendar of events – both social and professional, which can be found on our website.

One of the major events on the horizon is drinktec. We have two large pavillion stands with bars. If you would like to showcase your drinks on the bars, please let us know. We have grant funding for eligible, exhibiting companies so contact us if you wish to know more.

We also have 40 tickets for the first day of Oktoberfest (Saturday, 16th September) so contact us if you would like further information.

Ruth Evans MBE, BFBi C.E.O.

For a full calendar of BFBi events visit: www.bfbi.org.uk/industry-events/consolidated-programme-of-events



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Adrian Tierney-Jones

A tale of two breweries

When I first started writing about beer in the late 1990s, it seemed to be perpetually on the ropes, especially if you took at face value the pronouncements coming from CAMRA. Headlines in its house newspaper What's Brewing resonated like battle-cries for the faithful, as issue after issue featured one crisis after another: smooth-flow (remember that?), cross-Channel cheap booze, brewery closures and duty increases.

Let's fast-forward to now and beer hasn't been so exciting since the end of the 19th century. Sure, pubs are closing and quality can vary from bar to bar, but we also have nearly 2,000 breweries, producing all manner of beers, both dispensed from cask and keg. Meanwhile beers from all over the world are easily found in supermarkets and bottle shops. Craft beer bars are common in many cities and towns, while beery social media proclamations chat away like a flock of starlings in full murmuration.

However (and you knew that there was going to be a however), I'd also say that this excitement masks a more unsettled reality, if the recent fortunes of a couple of breweries are anything to go by.

Whatever the declaration from a brewery of its passion for mashing in, its citation of craft and the quality of its beers, there is still the need for finance. Currently, it costs between £10-80,000 to start your own brewery — though anecdotal evidence would suggest that there's little change from £100,000 (or even more) if you start in London. This doesn't take into account the cost of learning to brew, kegs and barrels, raw materials and trying to sell the stuff.

This brings me to BrewDog, whose founders used a bank loan of £20,000 to start their brewery. Then they began their 'equity for punks' capital raising scheme, and more recently 22% of the company was sold to a San Francisco-based private equity firm, after it had been valued at £1bn. This was seen as a betrayal of their punk ideals by some, who conveniently forgot that brewing is a business, albeit one that generates a lot of passion.

Quoted in the Publican's Morning Advertiser, co-founder James Watt dismissed claims that BrewDog was no longer independent: 'If you are selling out,

you're out [of the business] so this is the opposite of a sell-out. If it was a sell-out, I would be on a beach somewhere and not working my arse off for the next 10 years! It was a minority deal so if TSG owns 22.3% of our business, I remain the single largest shareholder meaning we are still free to run the company exactly as we wish.'

At the same time I read about another brewery, which was in a totally different financial situation. This was Cumbria's Hardknott, whose founder Dave Bailey, it is fair to say, was motivated by BrewDog when he switched his beers from straightforward cask to something more boldly flavoured (ok let's say hoppiery). However, unlike BrewDog, Hardknott are far from flush with cash (as Bailey has written about at hardknott.blogspot.co.uk) though he was determined to keep the brewery going.

'We are into our 12th year of brewing,' he told me. 'We always wanted to be different and to produce beers we believed in, rather than just conform to the lowest common denominator. We have a vision. We know what we want to achieve and my current activities are mostly focussed on developing a plan that has wings, and not just flappy things making a lot of turbulence but no height.'

'Focusing on quality, innovation and holding true to our values has to be a very big part of where we need to be. Sending that message out to the world is also key to what we do. Inevitably marketing rhetoric or not, we absolutely have to convince the world of our deep and enduring passion for what we do.'

To this end Bailey has sold his house to raise funds and pay off debts and along with wife Ann has moved into a rented cottage. Naturally he was not at liberty to discuss his plans for the future, but a sense of positivism and confidence shone through the conversation I had with him.

When thinking of the varying fortunes of BrewDog and Hardknott, it's almost on a par with those great Victorian novels that looked at the division in the country at the time (Elizabeth Gaskell's North And South springs to mind). From the outside it all looks so exciting, but the reality is far grittier. Breweries are people's livelihoods as well as their dreams and if they decide to accept money from an outside source to further these dreams, then it needs to be understood rather than dismissed as if it was a major war crime.



Whether Hardknott go down a similar route to BrewDog, I don't know, but if they do then I wish them all the best.

A final thought: next time you read someone on the magic of brewing and romance of beer, recall the words of Dr Johnson uttered in 1781 during the sale of London brewery Thrale (and compare and contrast BrewDog's windfall and Dave Bailey's rented cottage): 'We are not here,' said Johnson, on the day of the sale, 'to sell a parcel of boilers and vats, but the potentiality of growing rich beyond the dreams of avarice.'

He got it half right.

Adrian Tierney-Jones

Adrian Tierney-Jones is a freelance journalist whose work also appears in the Daily Telegraph, All About Beer, Beer, Original Gravity, Sunday Times Travel Magazine, and Publican's Morning Advertiser amongst many others.

He's been writing books since 2002 and they include West Country Ales, Great British Pubs, Britain's Beer Revolution (co-written with Roger Protz) and his latest The Seven Moods of Craft Beer; general editor of 1001 Beers To Try Before You Die and contributor to The Oxford Companion to Beer, World Beer and 1001 Restaurants You Must Experience Before You Die.

Chair of Judges at the World Beer Awards and also on the jury at the Brussels Beer Challenge, Dutch Beer Challenge and the Copa Latinoamericana de Cervezas Artesanales in Peru.

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Barrels, Barrels Everywhere

It is widely understood that the leading beer consumer organisation in Great Britain, and most likely the world, is the Campaign for Real Ale, better known to all by its acronym CAMRA. What is less recognised, however, is that before there was CAMRA, there was the S.P.B.W., or Society for the Preservation of Beers from the Wood.

Founded in 1963, almost a full decade before CAMRA, the S.P.B.W. was dedicated to the same goal as its more famous cousin, namely the preservation and promotion of cask-conditioned ale in the face of an onslaught of artificially carbonated beers in 'sealed dustbins,' as the organisation colourfully described kegs. The 'from the Wood' part of its name came from the wooden casks which were at the time far more commonplace than they are today.

While the S.P.B.W. does still exist, and is in fact presenting its first national Beers from the Wood Festival, or 'Woodfest,' in Castleford this July, it is highly doubtful that the barrels they sought to promote in the 1960s would bear much resemblance to the wood most frequently seen in breweries today, especially on the North American side of the Atlantic.

For when most American and Canadian brewers speak of wooden barrels, they are most often referring to barrels that have previously served as a home to whiskey, more specifically bourbon whiskey. And for that we can thank the now-Anheuser-Busch InBev-owned Goose Island Brewing Company of Chicago.

To explain, let me take you back to the Great American Beer Festival of 1995, held during a time when the event was still sufficiently small that a single notable beer could become the talk of the festival floor. And in 1995, that beer was "a very strong stout aged in Jim Beam Bourbon barrels," Goose Island Bourbon County Stout.

Bourbon County was, to my knowledge, at least, the first modern microbrewery beer to be so conditioned, and it certainly made an impact. Line-ups in front of the Goose Island stand became a near-constant sight from about mid-way through the first tasting session, while

brewers and brewery owners were similarly assembling on the vendor side of the table to try for themselves the beer that had everyone talking. It was, in a word, a hit.

As early as the following year, others had adopted the practice, with very mixed results. (I recall one such stout from around this time that tasted a great deal like bourbon and very little like stout.) By 2002, barrel-conditioning had grown sufficiently popular that it had been given its own judging category, Wood- and Barrel-Aged Beer, albeit with only a modest 26 entries.

How quaint those days appear today. In 2017, it seems that there is nary a brewery in Canada or the United States that does not have some sort of barrel program. The good news, however, is that the barrels taking up this brewery space are now less likely to have seen the bold, often overwhelming flavours of bourbon.

Partly due to the growing popularity of so-called 'sour beers' and partly because it appears that a steadily increasing number of brewers have discovered the value of nuance, bourbon and other whiskey barrels, though still a dominant force in terms of the wood most often employed in breweries, are growing less so. Neutral barrels – they being not new wood, but barrels used so many times that they have lost their original or spirit-charged character – and wine barrels are growing in popularity with brewers, as are seasoned or new wood foeders – basically over-sized barrels of differing shapes – and cider and brandy barrels.

With numerous breweries now operating on-site distilleries as well, several have even been able to bring the barrel process in-house. Examples of this include when Rogue Ales of Oregon used local pinot noir barrels for its Pink Spruce Gin and then employed those same barrels to age a special edition of its Yellow Snow IPA or as British Columbia's Central City Brewing is doing this year by aging its Imperial Pumpkin Ale in the house distillery's own whisky barrels.

What it all adds up to, besides growing creativity on the part of brewers, is a greater emphasis on subtlety and less reliance on the punch of vanilla and charred caramel that one gets from a



bourbon or Tennessee whiskey barrel. For beer drinkers, this translates to greater choice and, for those who enjoy the myriad effects an oak barrel can bring to a beer, an occasional respite from the weight of the beers big enough to emerge unscathed after spending a few months inside a whiskey barrel

Stephen Beaumont

A professional beer writer for 27 years, Stephen Beaumont is the author or co-author of a dozen books on beer, including the new, third edition of *The Pocket Beer Guide*, arriving this autumn, and 2016's fully-revised and updated second edition of *The World Atlas of Beer*, both co-written with Tim Webb. Stephen's latest solo book is *The Beer & Food Companion*, which was published to much critical and commercial acclaim in October of 2015.

Stephen has also contributed to several other books and written innumerable features, articles and columns for publications as varied as *The Globe and Mail* and *Playboy*, *Fine Cooking* and *Whisky Advocate*. When not writing, he travels the world extensively, tracking down new breweries and hosting beer dinners and tastings from São Paulo, Brazil, to Helsinki, Finland, and Beijing, China, to Seattle, Washington.

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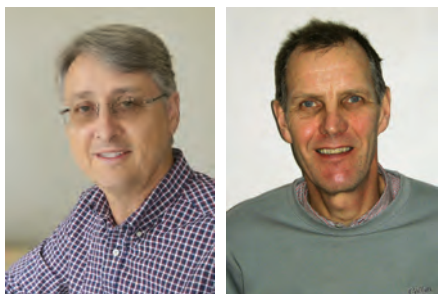
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NINKASI Brewkit Rentals opens for business

Breweries with a fermenting/conditioning capacity issue have just got a new solution with the launch of NINKASI Brewkit Rentals. The new business has been established by ex CBR/ECasks/Beerswaps founders Peter Godwin and Andy Thompson.

NINKASI will rent highly specified stand-alone FVs for periods from 8 weeks upwards. Its stated objectives are:

- * To provide a simple way for growing and innovative breweries to increase brewing capacity at short notice;
- * Introduce a true "universal FV" of high quality and advanced specification that it is hoped will set the standard for craft brewing going forward;
- * Provide an outstanding level of service and flexibility, renting FVs from as little as 8 weeks all the way up to 5 years.



Peter Godwin (left) and Andy Thompson

Short term rental tanks will be delivered and located in the brewery complete with all pipes, connections and stand-alone cooling systems so it really is a 'plug-in and go' solution. FVs are being manufactured in the UK for NINKASI. Longer term rental solutions also use the same high specification tanks.

Andy explained, "We want to help those fast growing and innovative breweries that are always pushing the capacity and capability of their existing brewplant. We also hope to move the industry forward; our conical FVs are the most advanced in terms of design and specification to ensure that just about any product can be brewed, efficiently, and with particular consideration to energy and CIP requirements."

"This is a completely new concept in the industry" explained Peter, "and having previously made casks and kegs available for short term hire, it seemed the logical thing to do to help breweries have capacity

flexibility in production - we hope it will give craft brewers the freedom and confidence to go after extra sales without worrying too much about being able to supply the products."

The launch range of FVs will be 10 BBL to 15 BBL on short term, with these and larger sizes available for longer term hire. All vessels will be pressure rated and ready for carbonated products. Andy also hinted at more to come saying that if the concept of very high quality and technically advanced specification equipment at affordable rental prices proves popular, a number of other brewkit solutions are in the pipeline.

And the name NINKASI? "We wanted something relevant" says Peter, "and the Sumerian Goddess of beer and alcohol seemed appropriate!"

**For more information visit:
www.ninkasirentals.co.uk**



Free brewery weighing guide launched

UK-based weighing scales manufacturer, Marsden Group, has launched a free guide for brewery weighing.

The guide features information about stages in the brewing process where weighing takes place, quotes from the breweries who use Marsden scales, and full details of suitable weighing solutions.

The launch of the guide coincided with SIBA BeerX which was held during March in Sheffield.

Marsden's Marketing Manager, David Smith, said: "Weighing is a key part of the brewing process - and as a leading supplier of brewery scales we wanted to help breweries find what they need, using our expertise.

"The scales featured in the guide were chosen because of their popularity with breweries - and the reasons breweries chose these particular scales in the first place."

Managing Director, Richard Black, added: "Breweries use weighing scales at various stages of their process - from bench scales being used to weigh out ingredients - to platform scales being used to help get goods out of the door.

"The guide will help breweries find tailored solutions for each stage. After all, the more accurate the measurements, the better the beer!"

The new brewery weighing guide is available as a free download from the company's website.



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Lager – the un-traditional way!

Enterprise Tondelli has supplied a number of microbreweries to the craft lager sector in the UK market as part of its activity in the brewing and bottling industry. There are a number of specific features of the brew house that make it very flexible and ideally suited to produce both Pils style lager along with the full range of traditional beers too.

When the four partners of the newly opened Pillars Brewery and taproom in Walthamstow London E17 embarked on their craft lager brewing enterprise they knew that it was imperative to "plough their own furrow". With so many microbreweries and breweries in the London area producing good ales, Pillars Brewery wanted to make their own mark and they have certainly achieved this by producing their "un-traditional lager".

After three years of investigation, with visits to many breweries specialising in Pils type craft lager, and many test brews, the four partners of Pillars Brewery knew that a traditional British mash conversion system would not be the optimum solution to achieve their aims so they started a dialogue and ultimately ordered a turnkey plant from Enterprise Tondelli and its manufacturing partners in Italy Simatec Srl. This included the brew house along with vessels, kegger and all services. The brew house itself is manufactured in Turin by

Messrs. Simatec Srl who started some years ago as an aspiring brewer. Not finding the technological solution they wanted in their own brewhouse to achieve the goals of low hot oxidation, increased extract performance, fresh taste profile and low filtration inspired the company to start manufacturing brew houses as well.

The trend for dry hopping can cause some challenges for both costings and tank hygiene, so Simatec developed the "isobaric hop injector" or IHI for short. This unit utilised with the conditioning vessel reduces hop consumption by around 50-60%, can reduce tank time by 2 days and results in a conditioning tank easier to clean. Pillars Brewery took advantage of this device and included one in its project too.

Pillars Brewery's flagship beer "Un-traditional Lager" is produced adhering to the German purity laws but has an innovative mix of 4 hops coupled with dry hopping in the later stages. The brewhouse design from Simatec is in fact "un-traditional" too in its configuration. To reduce the hot oxidation the wort is transferred as few times as possible. In all of the size of equipment the wort is only transferred twice even on automatic high throughput plants.



One vessel is a multipurpose vessel that acts as the mash tun, copper and whirlpool whilst the other vessel is a lauter which helps increase the extract efficiency thereby saving costs on every brew. This will allow Pillars Brewery to be even more un-traditional in its recipe formulation with fruit beers and even nuts as an ingredient.

Gavin Litton, one of the founding pillars, said, "We have appreciated the experience that Enterprise has brought to the project especially with regards to the environment and other areas that a traditional supplier is not so interested in. The equipment from Italy has proved perfect for our untraditional needs and I can see that for other brewers it would have some serious advantages for them. We would recommend Enterprise Tondelli for other brewhouse projects." Enterprise Tondelli supply modular brew houses from 3 hl to 96 hl for up to 12 brews per day along with packaging plants for bottles, cans and kegs.

For more information visit:
www.enterprisetondelli.co.uk

Domino wins Queen's Award for Innovation

Domino Printing Sciences, based at Bar Hill in Cambridgeshire, is celebrating winning a Queen's Award for Innovation, in recognition of its A-Series i-Tech range of industrial continuous ink jet printers which have increased customer efficiency and driven market share growth

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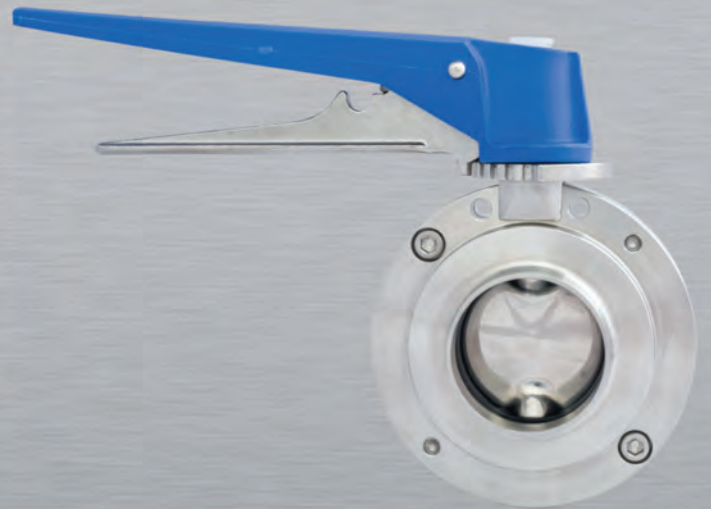
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UK brewers improving waste management systems with recycling equipment

Recycling is virtually a necessity in the UK today and breweries are using the most up-to-date equipment to deal with waste in the most efficient manner possible.

QCR Recycling Equipment supplies recycling and waste reducing equipment to thousands of UK businesses, who all have a common goal of wanting to become greener and to reduce their waste costs.

Breweries are no exception and QCR supplies a range of different recycling balers and glass crushers to brewery owned pubs across the UK. The likes of St Austell Brewery, Fuller's and Hall & Woodhouse all use QCR's recycling equipment at pubs that produce excess waste.

Balers are the best machines for recycling the two most common recyclables, cardboard and plastic. They are ideal for pubs as they have a small footprint, which saves valuable space. Balers are effectively a replacement for recycling bins, which take up more room. Bins are also inadequate for containing

cardboard and plastic. The volume of these waste types result in bins filling up very quickly, which can lead to an overflow of waste and regular, expensive collections. Bin collection charges are increasing all the time; by removing bins, these collections disappear. Baled materials are valuable resources and will often be collected by a local recycler for free.

Glass crushers are another popular machine with breweries. These crush all empty glass bottles, reducing volumes by 5:1. Crushing glass creates more space inside glass only bins, which could allow for one or more bins to be removed and a heavy reduction in collection costs can occur.

A combination of cost and space savings



makes balers and glass crushers a real winner with UK breweries.

For more information visit:
www.qcr.co.uk

eSight Energy launches new website

eSight Energy has launched a new website with an intuitive design and solution-led content to improve the visitor experience.

The new design is fully responsive for enhanced access via a smartphone,

tablet or PC, in line with the upcoming eSight release which features a newly designed, responsive Express Interface.

The website content is now more solution focused, so visitors can quickly identify which area of eSight best meets their needs. Solutions are also tailored to each industry, offering the energy management experience gained from eSight's large customer base and wide application across all sectors.

For visitors not sure of their next step in energy management, the new interactive Energy Journey guides them through the stages to achieving their goals.

The new site, which can still be found at www.eSightenergy.com, remains multi-lingual to service eSight's global customer base.

eSight Energy provides energy management solutions for use across any type of building or process.

With installations across Europe, the US, Middle East and Asia, solutions are provided through a network of resellers and systems integrators. Products from eSight Energy allows organisations to cut energy consumption, reduce costs and lower CO₂ emissions.

For more information visit:
www.eSightenergy.com



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contact: Katja Van der Heyden
sales@lambrechts-group.be
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www.lambrechts-group.be

New beer membrane filtration solution

With the development of the BMF +Flux Compact S4, Pentair has made the benefits of diatomaceous earth (DE)-free beer membrane filtration accessible to UK craft and small breweries. The first BMF +Flux Compact S4 systems are already operating successfully at the Princen Brewery in the Netherlands, and two other breweries in Europe.

The BMF +Flux Compact S4 is equipped with four type R-30 membrane modules. Its filtration performance of 30 to 60 hl/h makes it ideally suited for breweries with an annual output between 10,000 hl and 100,000 hl.

Compared to DE filtration, membrane filtration provides major performance benefits. Complex DE handling and disposal is eliminated. In addition, Pentair's Beer Membrane Filtration gives brewers a fully automated process that can be interrupted at any time. This true start/stop filtration is especially beneficial to craft brewers who produce a wide variety of beers. Small batches of beer can be run with constantly excellent beer quality and very low beer loss. This



provides considerably more turnover for craft beers, which are often exclusive runs.

Fast installation, easy integration Pentair's Beer Membrane Filtration technology provides flexible installation and integration. The preassembled BMF +Flux Compact S4 filter unit is a stand-alone solution on a stainless steel frame.

To install the BMF in an existing brewery, all that is needed are incoming and outgoing beer connections, water, power, compressed air, and carbon dioxide.

The compact structure of the BMF +Flux Compact S4 unit that measures 3.5 to 1.5 metres is a major advantage for easy integration.

In 2002, Pentair introduced what was heralded as the world's first commercial large-scale BMF system for DE-free beer membrane filtration. Since then, more than 100 BMF systems have been commissioned, currently filtering more than 100 million hl of beer annually.

For more information visit:
www.foodandbeverage.pentair.com

BEVPOR BR filter cartridges launched

Parker domnick hunter has launched BEVPOR BR filter cartridges for cold stabilisation applications, designed for longer service life and ease of integrity testing.

The new range of BEVPOR BR filter cartridges from the company allows brewers to significantly reduce the cost of microbial stabilisation, whilst protecting the sensory appeal of beer. Constructed with a unique Polyethersulphone (PES) membrane, which has been validated to retain key spoilage organisms, it offers the longest service life and therefore the most efficient and lowest cost of operation in cold stabilisation applications.

The unique construction allows for easy integrity testing as the cartridge is

entirely hydrophilic and wets out quickly and easily. With a greater control over testing of the filters, it will prevent operation with a failed filter which could lead to microbial contamination.

Daniel Vecsey, Market Development Manager at Parker domnick hunter, has been working closely with the product development team and commented, "The BEVPOR BR is the most recent addition to our microfiltration portfolio for the brewing industry. We are very excited about bringing this new innovation to market and very confident that brewers will realise cost savings from this in their process. We are very pleased our portfolio has been bolstered by the addition of the BEVPOR BR product. We have a great technical support team who are ready to work with customers to implement this new product in their brewery."

The BEVPOR BR has proven to be a great success at the product trial sites.

Amy Miller, Technical Support Scientist at Parker domnick hunter, was involved in setting up one of the trials at a brewery. "The brewer was really happy with the results from the trial, in that this filter would provide them with cost reduction, whilst maintaining the quality of their beer. Removing the undesired contaminants, with a longer lifetime, so less frequent change-outs were required".

The new filter cartridges conform to the relevant requirements of FDA 21CFR Part 170-199, and European Regulation EC1935/2004.

For more information visit:
www.parker.com



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Boom drives growth for Leeds company

Brewology, the Leeds-based manufacturer of cask and keg filling and cleaning systems for the brewing industry, is investing in new machining and production capacity to take advantage of the continuing boom in UK craft breweries.

The company has invested £89,000 in the purchase of a new CNC machine and conveyors to speed up production and increase output with help from the Leeds City Region Enterprise Partnership (LEP), which has provided a grant of £17,763 towards the new equipment.

Further growth is now being targeted, following on from a year which saw turnover doubled from £664,000 in the year to July 2015 to £1.35 million in July 2016. Growth is being driven by small craft breweries as well as large drinks manufacturers such as Sharps, Heineken and Fullers.

The new machinery will increase production capacity by 30% and is expected to create up to four new jobs at the company, which currently employs 15 full-time staff. Together with incoming orders, the investment is expected to see the business double its turnover again.

David Grant, the company's managing

director, said: "The UK and the United States are in the middle of an explosion in craft brewing.

"The new machine is now fully operational. We've already employed two new members of staff – a skilled machine operator and a fabricator – and this has allowed us to significantly reduce our machining times, which will be reduced even further when the new conveyors are installed. We've had straightforward support from the LEP which we've appreciated, and we're continuing to work with our Growth Manager, Melanie Parker. That's why we agreed to be in a video about the LEP's #LetsTalkRealBusiness campaign."

Brewology specialises in the design, manufacture and installation of cask filling and cleaning equipment, together with the highly sophisticated computer programmes used to operate them.

As well as keeping pace with rising demand, the additional capacity will enable the company to deliver a number of large turnkey projects.

Roger Marsh, chair of the LEP said: "Our #LetsTalkRealBusiness campaign is all about getting to the heart of what matters to business owners. As David says, when you see export opportunity and want to grow and employ staff, investing in new equipment can make a

significant difference in scaling up. The LEP can help in a practical, no-nonsense way and I encourage other SME owners to get in touch and talk about their real business needs."

CLr Judith Blake, leader of Leeds City Council and chair of the LEP investment panel, said: "Leeds has a proud and successful history as a centre for the brewing industry and this continues today with the growth of small and medium size craft brewers such as North Brew, Northern Monk and Leeds Brewery. Many of these have received grant support through the LEP business Growth Programme and it's fantastic that we can support investment to create new jobs within the wider supply chain for an industry that's booming."

Brewology chairman and founding director David Midgley (left) and managing director David Grant



For more information visit:
www.brewology.co.uk

Hygienic centrifugal pump selection

In order to help brewers and other drinks producers overcome the barriers of high initial cost vs long term benefits associated with the use of a true hygienic pump, HpE Process has recently launched the Versaline VCP pump range which offers much lower installed costs, but without the sacrifice of lower hygiene.

Hygiene in beer and soft drinks production is an absolute necessity and hygienic centrifugal pumps are the main prime mover in the industry.

A hygienic pump needs to be of stainless construction, but it also needs to have

mechanical seals and O-rings that are both food grade and easy to clean. The pump needs to be constructed such that a CIP (clean-in-place) flow can get to all surfaces.

Many small brewers use industrial stainless pumps, which while offering a lower initial cost and in some cases better efficiencies often prove to be more costly in the longer term. Why is this?

An industrial pump can be built with close internal

tolerances that increase efficiency (impeller hubs, shaft sealing areas, closed spot welded fabricated impellers), but this makes it harder to clean effectively.

For hygiene, shaft seals need to be in the main product flow, not set back out of the way where they cannot be effectively cleaned. Casing seals need to be in the product flow, not set back in a groove that can harbour bacteria. Impellers need large, open flow paths to avoid blockages with hop seeds/leaves.



For more information visit:
www.hpeprocess.com



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Moody is UK distributor for Keofitt

Keofitt, a world leader in sterile sampling, has appointed Moody Direct Ltd as its sole distributor in the UK.

Sampling is Keofitt's speciality and has been for more than 40 years, which has allowed the company to develop the widest product range available for hygienic, sterile and aseptic sampling of liquids in all industries. Representing significant business opportunities for both organisations, Moody Direct Ltd looks forward to working with Keofitt to stock, supply, install and maintain these high quality sampling valves.



Ken Wild, Director at Moody Direct Ltd said, "This opens both organisations up to some fantastic possibilities in a variety of industries including the brewery industry. Sampling is an essential and compulsory part of the process that ensures safe, high quality end products."

Dennis Böhme, Sales Manager at Keofitt A/S, added, "We've always worked closely together but this official appointment shows our commitment to this longstanding business relationship. We're looking forward to many more prosperous years."

For more information visit:
www.keofitt-uk.com

UK milling kit goes global

Alan Ruddock Engineering Ltd, the malt milling and grist handling specialists based near Bury St Edmunds in Suffolk, has truly gone global, having now carried out a large number of successful dry goods projects around the world.

The company says that its excellent reputation for designing and manufacturing the finest quality milling and malt handling equipment has quickly spread onto the continent and much further afield

In addition to recent UK-based projects such as Wye Valley and Beavertown, Alan Ruddock Engineering has recently supplied AR 2000 Precision Malt Mills to Brasserie Les 3 Fourquets in Belgium, The Owl



Distillery in Belgium, Akkeshi Distillery in Japan, Cardrona Distillery in New Zealand, The Australian Brewers Guild, as well as breweries in France, Italy, Ireland, Denmark and even Bali in Indonesia. In production currently are another two mills destined for a brewery and distillery in Japan.

Alan Ruddock Engineering designs and manufactures complete malt handling and milling systems for 25kg, 500g, 1000kg bags through to a range of silos up to 30 tonne capacity for complete bulk malt handling solutions.

The company's offer includes a site visit, consultancy service, and an initial CAD drawing, completely free of charge. This then enables Alan Ruddock Engineering Ltd to provide a high quality, bespoke solution tailored to individual requirements.

For more information visit:
www.brewing-equipment.co.uk

BSPS installation at Leeds

Following the successful completion of its brewhouse upgrade and additional fermenter capacity, Leeds Brewery has now finished the final stage of its 2017 expansion to include bulk malt storage and a malt milling plant.

"Having considered various mill suppliers we chose to work with Bulk Storage and Process Systems Limited (BSPS) who designed and installed the new silo configuration – I am pleased to say that all work was completed on time and on budget," said Ventakesh, the head brewer.

The installation includes: two 20t ale malt silos, each fitted with their own load cells for good stock rotation and control, the Buhler 4 roll malt mill, 100Kg additions hopper and all the interconnecting conveying equipment. BSPS worked with a

local company, Brewology, to incorporate a fully-automated electrical control system into the existing brewery.

"We know that this will be a good return on investment for Leeds Brewery as moving away from pre-crushed 25Kg bagged malt to bulk malt will give the added benefits of higher extract and enhanced control achieved from milling their own malt," said Bill Egerton, Technical Director of BSPS.



For further information on converting from "Bag to Bulk" call BSPS on 01483 202211. Finance options are available to help with the cash flow and local grants are available in some areas of the country to help with projects.

For more information visit:
bulksystems.co.uk

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KAUP Cask Handler 0.3T415W provides innovations within the logistics industry

The KAUP 0.3T415W Cask Handler attachment is revolutionising the way casks are handled. The attachment provides quick and effective transportation and movement of casks, whilst also improving performance and minimising manual handling tasks throughout warehouses and cellars.

Designed for working in confined spaces, the 0.3T415W is ideal for handling both full and empty casks and can significantly increase storage space through reduced storage aisle width. The KAUP Cask Handler can navigate stacks through the narrowest of spaces and is able to turn casks up to 180° allowing them to be lifted and placed to the left and/or right in the direction of travel.

The KAUP Cask Handler has been designed with independent sideshift which allows the attachment to move

laterally by ± 100 mm. In addition the carriage can be moved ± 320 mm within the frame providing a total sideshift stroke of ± 420 mm.

The carrying rams of the KAUP Cask Handler have been fitted with mechanical rolling castors to enable the driver to gently set down a cask. The roller castors allow the cask to be rolled in order to mix or empty its contents. Additionally the Cask Handler attachment aids with the task of lifting and rotating casks stacked on blocks. The fitted adjustable rubber rollers allow handling of almost every size and version of wine and spirit casks.

The KAUP Cask Handler is available throughout the UK from B&B Attachments, the leading fork lift truck attachment company in the UK and



Ireland. B&B prides itself on providing the most comprehensive range of attachments available from one provider. This includes solutions for ancillary systems, such as cameras and weighing systems from leading manufacturers, such as KAUP, Liftek and MoTec, whilst also designing and manufacturing bespoke, specialist attachments in-house for customers with unique requirements.

For more information visit:
www.bandbattachments.com

Second order for Makro at Kingsland

Makro Labelling UK has received its second order from Kingsland Wines & Spirits in Irlam, Manchester, this time for a Mak 5, 32 platform six labelling station machine, which will be installed on a new line in July.

Richard Portman, Managing Director, commented on the latest order: "This second order from Kingsland Wines & Spirits for self-adhesive label application on a 75cl Bordeaux style bottle, will be

applying three labels at 30,000 b.p.h. making this machine the fastest that Makro has supplied the UK market to date. The client was very pleased with the performance of the first machine we installed last year, so we are naturally thrilled to be involved with this latest project.

"This new line is also a coup for our client as they have won a significant order to bottle a big wine brand here in the UK, which was previously bottled in Italy. The Mak 5 order will have our Patented Follower 4 Optical Orientation 4 sensor-system, which will ensure perfect label placement for the high-profile wine brand that enjoys huge sales in the major retailers here in the UK."

Richard continued; "The first six weeks of 2017 have been brilliant for us, we have

already doubled our sales from last year with orders in the cider, water, whisky, wine and spirits sectors with more to follow in the coming months. The activity here in the UK very much mirrors what is going on at the factory in Italy, where Makro is about to start on further building projects to bring more of the engineering back in house.

"When the facility at Goito was chosen, we had the options to acquire land either side of the new factory, which we have now done so very exciting times ahead. You can of course only make these investments if the products you are making deliver on the standards the industry require."

Makro Labelling will be exhibiting at the two-major industry shows in Germany this year, Interpack in Dusseldorf in May and drinktec in Munich in September.

For more information visit:
www.makrolabelling.it



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Brewery set for big discharge cost savings

An eight-fold increase in production in recent years meant that St Austell Brewery was outgrowing its existing waste management facilities. Installing new wastewater treatment technology from The Envirogen Group will reduce an expensive sewer discharge bill and future-proof the site for growth.

"St Austell Brewery has experienced huge success and growth in recent years," explains Mark Little, European Strategic Projects Director at Envirogen Group. "Brewing operations have grown eight-fold and this strong growth looks set to continue. Such rapid expansion usually comes with additional costs, but by updating its wastewater treatment technology, St Austell will actually save money on their trade effluent bills, reducing them by up to 65%.



"It became clear that the wastewater management systems were limiting the production capability at this site. Due to the brewing process, wastewater streams can have high organic loads and this high Chemical Oxygen Demand (COD) makes a big difference in the calculation of wastewater disposal charges. St Austell Brewery is currently having to tanker high strength wastewater streams from site, at an additional cost to the significant discharge fees required from their local water company, which levies some of the highest charges in the UK."

Mark Little continues: "St. Austell Brewery's engineering team approached Envirogen to develop a solution that would address these rising costs and allow future expansion at the brewing site. We've worked with many breweries over the years and have found that their wastewater streams are ideal for anaerobic treatment, which significantly reduces the COD content of the wastewater by converting it into biomethane. The resulting biogas can be combusted in a CHP system to generate electricity and hot water.

"Many breweries are choosing to invest in this technology as the cost savings are so great. The operating costs of the proposed Downflow Anaerobic Carrier System (DACs) technology is particularly

low and it provides access to a new income channel via renewable energy incentives."

According to Clive Nichols, Project Engineer at St Austell Brewery, it made complete sense to invest in the Envirogen solution: "The savings on wastewater charges alone justify this investment and the system is forecast to deliver a very attractive return on investment. We'll be reducing our COD content by approximately 90%, which translates into about a 65% saving on our wastewater bills. The biogas that we produce will be used to generate electricity for the site, which will reduce our electricity bills. We'll also generate a return through the Government's Feed-in-Tariff (FiT), which we will receive for 25 years at a fixed rate, even though we are using the electricity on site".

He continues: "Throughout the process, we were impressed by Envirogen's engineering capability. They offered a solution that provided much greater returns than the other tenders we received. Their technology caught our eye with its simplicity and low running costs. And, of course, the team have been a pleasure to work with."

For more information visit:
www.envirogen.com/food-beverage

Canning and bottling from one machine

IC Filling Systems enjoyed great success showing off its canning combiblock at the Craft Brewers Conference in Washington DC earlier this year in April, generating a lot of interest and firm enquiries.

The machine offers the option to fill and cap both bottles and cans with a single machine - all made possible with the appropriate optional attachments.



The company supplies 2 valve, 4 valve & 6 valve versions with or without rinser, and with a twin head can seamer, in 222 (pictured), 442 and 662 configurations.

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Cost-effective fermentation control

Hardknott Brewery and Siemens are working together to develop an ideal temperature control solution for the microbrewing sector, as the popularity of craft-brewed beers soars.

'Beer & BBQ' event at Core

A leading supplier of innovative beer-making equipment, Core is holding a 'Beer & BBQ' open day on Friday 30th June 2017.

The event will take place at Core's head office in Daventry, and is being held to allow brewers to enjoy a day of beer tasting, unlimited BBQ food, and the opportunity to see a monoblock brewhouse in action.



This informal event will allow brewers to visit the Core head office, get to know the latest brewing equipment on offer and enjoy a variety of different beers made using the brewhouse, whilst networking around a barbeque. The invite is open to anyone from the brewing industry.

Brewers are free to visit between 11am – 3pm on Friday 30th June, at the following address:
Core Equipment Ltd
 3 Everdon Park, Heartlands Business Park, Daventry, Northamptonshire NN11 8YJ

Attendance is free, but registration is required for catering purposes. For more information, brewers should visit www.core-equip.com or e-mail info@core-equip.com to register their interest.

Dave Bailey, founder of the Hardknott micro-brewery in Cumbria, is a prime example of someone with an entrepreneurial spirit who believes in developing the very best product he can. Since establishing Hardknott in 2005, Dave and his small team have continued to develop, invest, innovate and drive forward their goal of producing stunning craft beers.

Now, with the help of Siemens technology, he is tackling a vital part of the brewing process – control of the fermentation process – so that it is more efficient and reliable going forward.

He explained: "Control of the fermentation temperature helps to considerably improve the quality and consistency of beer. It takes place over several days and on a practical basis the process cannot be watched continually. Temperature control systems can be expensive and complex to set up and micro-breweries tend to use fairly rudimentary on/off controls, or even manual ones, which by definition are not overly accurate. However, some sort of automatic temperature monitoring and control system is essential in my view."

Searching for a cost-effective and usable solution, Dave began a dialogue with Siemens. This led to a working relationship matching Siemens technology answers with the particular processing needs of the microbrewery.

Dave continued: "It was clear to us that there was work to be done to find a suitable solution for the small-scale, independent brewing sector, that could overcome cost barriers and technical hurdles around automated temperature control. We have successfully used discrete controllers for the past five years, but an inability to integrate with other equipment easily, a lack of a



logging facility and the rising cost of replacement units when failures occur, encouraged us to seek out an alternative solution. At this stage, I offered to investigate whether the proposed Siemens solution – LOGO; an intelligent logic module that is ideal for small-scale automation tasks – could provide the answers and support we needed to control the fermentation temperature process."

With simple installation, minimum wiring and easy programming, the LOGO control system is perfectly suited for small automation projects, enabling the replacement of time switches and relays, counters and protective relays.

Dave was already aware of LOGO from using it to control a simple keg washing solution, and was pleased with its performance and potential. He was keen, with Siemens' help, to see if it could also be the basis of an automated control system that was appropriate, fit-for-purpose and cost effective for his fermentation control needs.

Temperature control of fermentation is a challenge, with tight control to a stability of around 0.1 degree being the desired target. Utilising the LOGO module, which offers a logging facility and trend display courtesy of a HMI screen, is now providing access for Dave to a far more intuitive set-up, as well as generating better information on which to base internal analysis of the controls and assess how stable the process actually is. Dave is pictured (bottom left) using the Siemens system.

LOGO! 8 is the first of a new generation of successful Siemens logic modules, with on board SD memory support. It fulfils customer requests for easier handling, featuring a large display and full communication options via Ethernet. The web server application has also been simplified. Remote communication via the cellular wireless network rounds off the offer, enhancing the potential range of applications using LOGO.

For more information visit:
www.siemens.com



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O-I introduces lighter glass standard in amber and black

O-I has launched a lighter version of its 500ml standard (item 5091), reducing its weight from 300g to 280g, matching industry leaders such as Adnams.

The 7% weight reduction will save around 1,000 tonnes of glass a year and deliver a reduction of approximately 700 tonnes CO₂e to brewers and the UK environment.

Having redeveloped its Harlow plant as a sustainable glass powerhouse for the beer industry, this move continues O-I's drive for innovation which supports all aspects of the UK beer market, including the vibrant independent sector.

The investment included a radical combination of a gas-oxy fired furnace and a cullet preheater which has caused a step change in the sustainability of glass packaging produced at the plant.

In 2016, the plant's CO₂ emissions were reduced by nearly 30,000 tonnes. This was recognised by key environmental and industry experts in January, when O-I received the edie Sustainability Leaders award for carbon management.

Better bottle design is crucial to continued sustainability gains and this lightweight standard bottle is available in amber and black glass. By adding a luxury black glass version of this popular standard, O-I is providing independent brewers with a chance to target more premium brand positioning. Such innovative products, which are available in quantities as low as one pallet, cater for growth which has seen the number of UK breweries increase to over 1700 in 2016.

Scott Gibb, commercial director for O-I UK, said, "Craft beer, micro and independent brewers demand the best



from their packaging. This development extends the flexibility of our offering to independent brewers, enabling them to make the most of what glass offers in terms of taste preservation, sustainability and brand-desirability."

For more information visit:
o-i.com

Pharma bottle gives gin 'craft' appeal

BrewDog-backed distillery LoneWolf has chosen a Beatson Clark bottle originally intended for pharmaceutical products for its new craft gin.

The Scottish distillery, backed by craft beer pioneers BrewDog, launched its first spirits into the industry last year with its



V1 and V2 prototypes. In January 2017 it launched its V3 prototype gin which has an eye-catching look thanks to the new white flint bottle.

Beatson Clark's 500ml Sloping Shoulder Flat bottle was designed for medicines, but its elegant lines and unusual shape help to emphasise the revolutionary nature of LoneWolf's boundary-pushing product.

It's not the first time a customer has found a novel use for an existing Beatson Clark container: last year London Rd Jam Jar Cocktails started selling its range of ready-to-serve premium cocktails in Beatson Clark's 300ml glass food jar.

"We love it when customers give our glass bottles and jars a creative twist," said Beatson Clark marketing manager Charlotte Taylor. "With LoneWolf BrewDog have gone one step further and put a craft spirit in a pharmaceutical

bottle, and we think the final effect looks great!

"BrewDog is a long-standing customer of ours and we're pleased to have supplied two bottles for the company in recent months – a 375ml embossed champagne-style bottle for its Abstrakt range of occasional brews and a miniature 100ml bottle for its Hop Shot beer. It's great that this partnership has now been extended to its sister company, LoneWolf Spirits, with this pharma bottle."

Beatson Clark holds a wide range of shapes and sizes of pharmaceutical glass bottles and jars. Most can be produced in either white flint or amber glass and several are available from stock. They are perfect for craft gins, evoking a vintage feel and image.

For more information visit:
www.beatsonclark.co.uk

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2 Litre smoothflow mini keg is launched

The 2 Litre "Grab It" Keg is the smallest fully brandable keg on the market, says Erben. It is the first compact re-sealable tin keg, with a free flow spout dispenser, and represents a wonderful way for brewers to showcase their beers without having to use expensive equipment for filling, as the kegs can be hand or machine filled

This keg is the first of its kind in the UK, allowing consumers to pick up the perfect size of premium beers, ales or ciders to showcase to their friends or colleagues.

Due to its 2 litre capacity, it is a cost-effective way to distribute drinks in a socially responsible manner, and perfect for replacing glass bottles to bring to, or serve at, this summer's festivals and parties.

The "GRAB IT" KEG is the first keg to fit in UK fridge doors and features a smooth free flow pour system assuring the same flow rate of beer is poured at no matter what angle or force given.

The kegs come in different designs, as well as the possibility of bespoke printing for brewers to showcase their designs and logos.

The 2 Litre Mini Keg is now exclusively available only at Erben, either as a stock item, or with bespoke branding. Erben are experts in the field of packaging for the drinks industry, from machinery to closures. With service a top priority, reliability and quality linked to extensive customer support packages are key.



For more information visit:
www.erben.co.uk



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Drinks dispense firm boosts van fleet

A leading supplier of drinks dispense systems to the hospitality industry, City Dispense, has increased its number of vans by 50% in the last 12 months to facilitate growth in 2017.

The Greater Manchester based company has increased the size of its fleet in order to extend the reach of its technicians across the UK.

City Dispenses' technicians reach call-outs within 2 hours on average and are dedicated to maintaining all of their clients around the country. This news comes just a few months after City Dispense announced it had taken on ten new employees to align service improvements with growth in 2017.

Andy Fletcher, managing director at City Dispense, said: "We pride ourselves in our ability to reach any call-out on average

with 2 hours and we wouldn't be able to do so without our dedicated team of technicians. With an increased number of vans we'll be able to reach any call-outs much faster and efficiently.



"A key part of our ethos is to continually improve the breadth and depth of our services, assisting our customers whether they need a new system or full maintenance service. Our coverage spans across all of the country so it's vital that we increase our fleet to match the growing demand.

"We dedicate ourselves to providing a reliable service and the increase in vans for our technicians means we can

continue to provide expert support all across the country."

Established more than 25 years ago, the Greater-Manchester-based company has worked with high-profile clients such as Greene King, Young's Pub Co., Air Products, Molson Coors, Bibendum-Instil Drinks and Meantime Brewing Company throughout the UK.

For more information visit:
www.citydispense.co.uk

Contract packaging facility

As part of a five-million-pound expansion, West Berkshire Brewery (WBB) will be offering contract packaging to other brewers on its top-of-the-range kit which can package into can, bottle, keg, and cask.

WBB will be able to accommodate contract packaging in volumes from 30HL to 210HL. The automated packaging line comes from well-respected industry leaders, CFT of Parma, Italy, who have in the past installed lines for AB Inbev, Heineken, Camden Town and Beavertown Brewery. This high specification line has the ability to run 5,000 bottles or 12,000 cans per hour. All bottle label configurations are available; front, back, wrap and neck, as well as a full can wrap option. WBB can then package beer into 4 different bottle

varieties or 3 different can sizes as well as being able to rack into keg or cask. The production run can also be split so that one brew can be packed into the four different formats as required.

WBB Packaging will be providing options for customers to choose the level of finish on their beer. Investment in the equipment includes; a Westfalia centrifuge/separator, 3 stage depth filtration to 0.45 micron, and a Venturi carbonator. In addition, the brew team at WBB will be providing full product analysis for customers in their newly installed brewery laboratory.

Final preparations are underway and the brewery is aiming to be fully operational in its purpose built new facility by mid-August 2017.

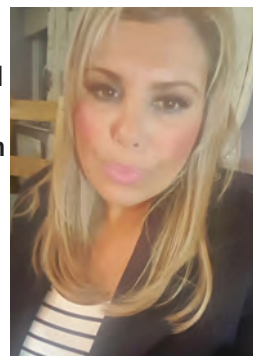
For more information or prices on WBB packaging please contact Simon Lewis on packaging@wbbrew.co.uk

Pictured left: The new line under construction

For more information visit:
www.wbbrew.com

Drink-IT is staffing up

Drink-IT, a leading provider of beverage industry software solutions, is staffing up its sales and marketing organisation internationally to meet growing demands from the beverage industry.



Sonia Defreitas (above) is Drink-IT's new Business Development Manager in the UK. Sonia, who joins from a leading UK IT company, is a "highly driven business developer who brings a wealth of knowledge and passion for industry specific ERP and CRM."

For more information visit:
www.drink-it.com





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Asda to be top craft seller

Asda has announced that it is expanding its craft beer offering, a move which will set the retailer on the path to being the UK's biggest craft beer retailer.

Over 100 new craft beers are to become available nationwide, building on the 40 additional lines already added in 2017. Up to 10% of the existing beer space will be dedicated to craft beer in-store. Further innovation will be provided to Asda's customers by supporting small local breweries, while helping to introduce more regional beers to areas outside of their locale and raising their profile with previously untapped audiences.

As well as championing craft beer to new markets, Asda has also ensured its range is well-received by craft drinkers, by appointing an Ale and Craft Beer Buyer - Hywel Evans - to focus on the category.

Beer Day Britain back!

Beer Day Britain, a national four-day festival of beer linking Beer Day Britain on 15th June with Father's Day on 18th June, will involve more brewers and pubs getting than ever before.

For more information visit:
www.beerforthat.com



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US exports to UK growing

The Brewers Association (BA) has announced 2016 export figures for the American craft beer industry.

Into the UK, American craft beer imports grew by 4.4 percent in volume during the year. The UK is the second largest export market for American craft beer and accounts for 10.1% of all exports behind Canada with 54.8 percent.

There are now more small and independent breweries in the States than ever, with the number of operating breweries growing 16% in 2016 to reach 5,301 breweries in total.

UK breweries are welcome to use the wealth of free resources available to download at www.brewersassociation.org regarding brewing tips and advice including:

- **Best Practices Guide to Quality Craft Beer** to help encourage better handling and storage of US craft beer amongst trading partners.
- **Brewers Association Draught Beer Quality for Retailers** helps retailers learn to consistently pour great beer and preserve profits through industry accepted best practices.
- **The DraughtQuality.org website** is a resource for draught installers, wholesalers, retailers and brewers.

The next issue of

Brewing & BEVERAGE INDUSTRIES BUSINESS

will be published in
SEPTEMBER 2017

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New: Craft Master One Pint Brimful!

As a result of strong interest at BeerX and since, RASTAL is delighted to announce the launch of Craft Master One Pint Brimful.

Created by Carsten Kehrein, RASTAL's Head of Design, initially as a 47cl brimful tumbler, this multiple award-winning design has already proved to be a great success both in the UK and internationally. Its distinctive shape makes it comfortable to hold, whilst the chimney-shaped upper bowl allows concentration of aroma.

Craft Master One Pint joins RASTAL's range of quality Craft beer-focused designs including Teku, Craft Master Two and Craft Master Bowl, allowing dedicated brewers to present their beers at their very best.

RASTAL – at the forefront of glassware design for over 90 years offers:

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Please contact me for a quotation and the opportunity to pre-order production and be amongst the first to offer Craft Master One Pint glasses!

Best regards
Nick Crossley

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First selected in 1819, back again in 2017

In 1819 a Rev Dr John Chevallier from Debenham in Suffolk, selected the seeds from an ear of particularly fine barley, and sowed them. So good were the results that he carried on propagating, and it wasn't long before a new variety known for its excellent malting qualities had been created. It was named after him.

For the following hundred years, Chevallier barley malt was revered for the quality of the beers it produced – and was the main type used for brewing in England. It took until the 1920s for it to be superseded by other varieties.

Now it is back again. Scientists at the John Innes Centre recently revived the Victorian variety, starting with just a handful of seeds, producing a small crop and repeating the process. The work took place as part of a project to improve contemporary barley, especially disease resistance, by looking at past varieties. Historic records showed Chevallier to produce good yields – and premium quality malt.

With the support of Crisp Maltings, propagation continued beyond the initial research. The Crisp team worked with Dr Chris Ridout of New Heritage Barley and a handful of Norfolk farmers prepared to take on the responsibility of reviving the variety.

By 2014 a 20 tonne crop of barley was produced. Five tonnes were malted by Crisp on its traditional floor maltings and the balance was reserved as seed for further regeneration. The process was repeated in 2015 and 2016, each time allowing more of the precious grain to be allocated to malting and brewing.

Says Dr David Griggs of Crisp Maltings, "Yes, this is an exciting project for historians, crop scientists, farmers, maltsters and brewers. But it also holds appeal for any curious drinker.

"The revival of Chevallier provides an opportunity for people to sample authentic tastes of the Victorian era.

"Brewers are researching old brewing recipes and using them to reproduce, or play tunes with, flavours of the past. Opportunities associated with Chevallier Heritage Malt are many and varied – and we're finding brewers keen to push boundaries with the help of history."

For more information visit:
www.crispmalt.co



Muntons is sixth in Sunday Times list

In the recently published Sunday Times Profit Track 100 list, Muntons – the Stowmarket-based malt and malted ingredient manufacturer – was placed in sixth position, the highest placed company in the East Anglian region.

The Sunday Times BDO Profit Track 100 league table ranks Britain's 100 private companies with the fastest-growing profits over their latest three years, is compiled by Fast Track and published as a supplement in The Sunday Times in April each year.

Alan Ridealgh, Muntons Managing Director, on hearing of the placement, commented: "It is gratifying to see such prestigious recognition of the results of our work. Much of our success comes from our environmentally conscientious approach to business and follows from our investments in initiatives designed to ensure the sustainability of our company.

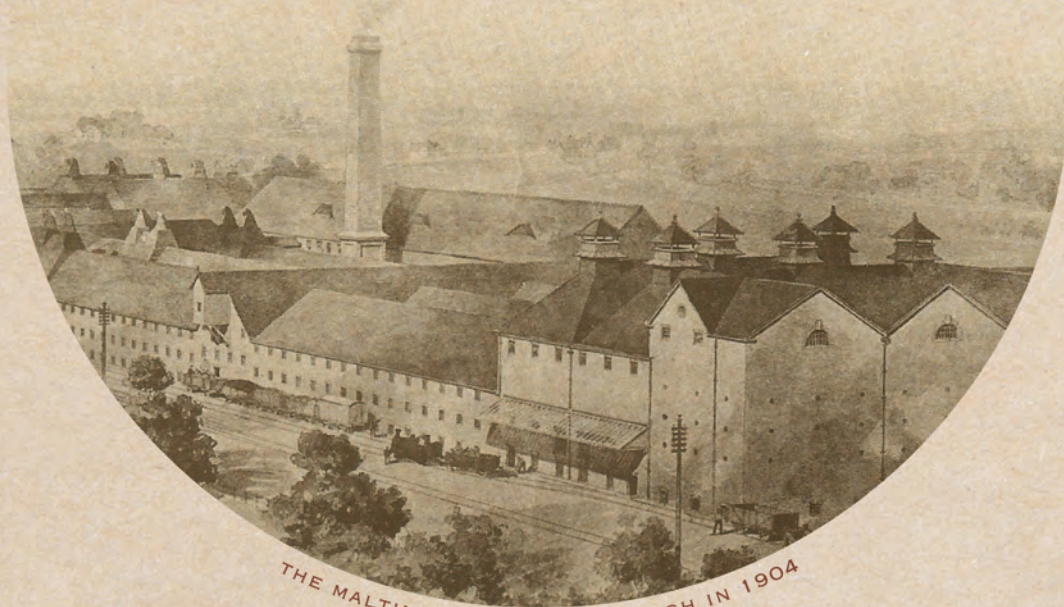
"Muntons is a little unique. We are a family-owned UK manufacturer, one that uses locally grown malting barley from which we make malt and malted ingredients and subsequently export to 76 countries around the globe."

Muntons has a clear sustainability strategy which it believes has helped to contribute towards its profit growth success: 'Invest green savings in green initiatives and continue to look to mitigate risk in the most environmentally and cost effective way possible. Production will increase but our relative carbon footprint must decrease. Projects promoting sustainability and efficiency that have a payback better than three years are prioritised and fast tracked for capital investment.'

For more information visit:
www.muntons.com



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As the craft beer industry continues to grow at +31% by volume and +36% by value (CGA MAT March 2017) with craft cider following suit, Kegstar is becoming a credible outsourced keg and cask solution, simplifying producers value and supply chain.



Each individual stainless steel keg and cask that Kegstar rents out is etched with its own unique 2D matrix codes and RFID tag. Using app enabled technology (the app is available to download free from your app store), each container is scanned with a smart device, allowing the container to be tracked through the supply chain to the venue, creating valuable data insights along the way.

All the producer has to do is rent, fill, deliver, scan and repeat. When the time comes for empty kegs and casks to be collected, venue staff can also scan kegs and casks, or phone, mail, direct message Kegstar on social media.

For more information visit:
www.kegstar.com



EcoKeg welcomes a new team member

EcoKeg has announced the appointment of a new Business Development Manager to the team.

Lewis Jones joined Ecokeg in February having moved from the restaurant management trade. Lewis has joined at an exciting time with Ecokeg-Lite, Ecokeg's New Slimline Keg now almost ready for launch.

Ecokeg has been investing in new equipment and developing the new slimline keg over the past 6 months, with launch expected in the very near future.



For more information visit:
www.ecokeg.com

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'It's better to own' says Keg Logistics

Keg Logistics believes a brewery should OWN its casks and kegs, and that the 30-year asset belongs on the balance sheet of the brewer in the long run.

Keg Logistics allows breweries of all sizes to strategically build their cask and keg fleet without the burden of upfront costs, offering the highest quality keg available in the market, supplying only kegs from the top manufacturers in the world, Franke/Blefa, Thielmann, and Schaefer.

Available are casks, pins, 50 litre and 30 litre keg sizes. Keg Logistics embosses the casks/kegs with the brewer's name and also pays to have the casks/kegs painted with the colour stripe choice of the brewer. The kegs are personalised

for the brewer from the start as its own asset.

The 'Rent To Own' keg programme works whether you pour out of a brewery's taproom or distribute into pubs across the country. With Keg Logistics you can eliminate the burden of a large capital expenditure by renting to own the amount of kegs/casks you need now while growing your keg fleet on your schedule. The brewer builds equity in the keg assets with each payment.

With Keg Logistics you can choose to rent-to-own your kegs from 1 year to as far out as 6 years. Any time after the first year, you can buy out any portion or all of your rented fleet. Your monthly payment and buyout value decreases over time, in a clear and upfront buyout rate schedule included in the agreement.

Brewers can add kegs/casks through an easy reorder programme at any time. Any brewery with a long term business plan understands the benefits of owning its valuable keg assets.

Bearing in mind the fact that a keg/cask is a potential 30-year life asset, a brewer or cider maker should avoid being trapped into renting casks and kegs forever, or paying expensive pay-per-fill fees for perpetuity, while never getting an asset in return. Many of these rent-only agreements have terms that are very restrictive and the brewer sacrifices future flexibility with penalties built in at the time of return.



Keg Logistics' customer base includes breweries and cider makers that have 36 casks to brewers with over 30,000 kegs - all having determined that the 'Rent To Own' programme has long term benefits for every size of company.

Keg Logistics says that references are available from any area of the country. If a brewer needs help shipping its kegs back from distributors, it can arrange for any logistics help that you need, at a competitive price.

It also supplies stainless kegs for one-way export to the USA, with 30-litre and US 1/6th barrel kegs available to fill, ship and forget.

For more information visit:
www.keglogistics.com



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Kammac provides 'Grade A' service

Kammac plc is having a record year with regards to sales across its keg and cask range which comprises of 9G cask, 4.5G pins and 30L, 50L kegs.

Great news for all the team within keg and cask business, especially Nicola and Kayleigh who run the

Sales and Customer support department.

Driven by customer satisfaction and product quality the sales team has been able to promote the best price with the confidence that the quality and reliability of the product, delivered within



10 days of order, will not let the current and growing customer base down.

New investment and a plan to grow the business through direct sales based on the above qualities, plus the capability to offer all clients the 'Rent to Own' scheme through its long term partner, Keg Logistics, is paying off.

Ged Carabini, the Keg & Cask Sales Director, said, "We are not just here for the good times and we are committed as a team to provide a grade A service.

"Kammac plc is a family business and it's

of utmost importance that we deliver an excellent service, we have to date and will continue to do so and our recent growth in sales reaffirm this focus pays off in the long run.

"This mantra is promoted within and is now part of our everyday focus thus the sales have been driven to new heights and delighted to deliver that message to the market.

"Flexibility and the way in which we can service the full range of breweries is key! We have no minimum order quantity and can also offer a 'Rent to Own' scheme that suits both the big and small breweries UK-wide."

Kammac is currently running a Summer Time promotion so please email Nicola.smith@kammac.com for an immediate quote, and to take advantage of the offer.

For more information visit:
www.kammac.com

ECO KEG is enjoying great success

Based on success experienced within Europe and the U.S markets, collecting design awards along the way, the ECO KEG offers the modern brewer the latest technology in beverage packaging.

The first stainless steel deep drawn keg was introduced to the market over thirty years ago, and using the existing deep drawn stainless body, has mechanically integrated two polypropylene chimes into the steel body, resulting in a lighter, ecologically worthwhile and thus a smarter alternative to conventional all stainless steel kegs.

Combining innovative design and contemporary materials allows the ECO KEG to be produced to a lower tare weight, in the case of a 30 litre size, some 20% lighter, without compromising strength or safety. Reducing the weight of containers has obvious advantages in health and safety, as well as environmentally, as this helps breweries to cut

out transport costs of their supply chain.

In addition to this weight reduction, the ECO KEG will also significantly reduce noise levels, with the KEGs being rolled on the stackable PP rings instead of expanded steel rolling bands which flatten over time. The PP chimes are also stackable for added safety and easy to pick up and stack in the cellar. The chimes themselves are designed in such a way, that, similar to shock absorbers on cars, they can prevent damage on impact.

The 30 and 50 litre ECO KEGs, with Euro diameter, are manufactured to the same height as the conventional all stainless steel kegs or PLUS KEGs and so will run alongside standard kegs on the keg filling line and fit on the same pallet. Running parallel with existing populations has big advantages for UK craft brewers who use a variety of options in their day to day business. The ECO KEG will always stand out as the property of a particular brewery, making

a speedy return more likely.

Kegs are a major asset for the UK brewery industry, but as millions of pounds in value still go missing each year, their security is of paramount importance, particularly with rising steel prices. Combining materials makes the ECO KEG far less attractive to metal thieves, due to their having to separate the materials and having a significantly lower original stainless steel content.

To clearly denote a brewery's ownership of their kegs, ECO KEGs can be individually branded. For example, the KEG chimes can be coloured, have a name and logo applied and be equipped with a transponder, which also brings more transparency to logistics and allows comprehensive container management.

The ECO KEG can be produced in a range of sizes from 10 to 50 litres.

For more information visit:
www.schaefer-werke.de

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Brewers 'increase their sales' with plastic kegs

A very popular packaging option in Europe and the U.S. market is the KeyKeg. It is developed, produced and marketed by The Netherlands-based and family-owned company, Lightweight Containers B.V. The secret to KeyKeg's success is that it offers great benefits for not only the brewer but also the supply chain.

"A KeyKeg is one-way," explains Anita Veenendaal, the company's Chief Commercial Officer. "You fill it, you sell it, and you forget it. There is no need to



worry about steel being stolen. There is no need to return empty kegs anymore and therefore there is no need for a deposit. The weight of a steel keg averages 8 to 9 kg, much more than the 1.4 kilogram of a 30 litre KeyKeg. This weight savings allows far more beer to fit into a container. Beside that, KeyKeg's Double Wall Technology makes every KeyKeg extra durable and safe for everyone in the supply chain."

The biggest advantage is Lightweight Containers' invention inside the KeyKeg: the Bag-in-Bag Technology. This technology ensures that the liquid is not exposed to any gas and the quality of the beer inside can stay fresh longer. Anita Veenendaal: "In KeyKeg the beer stays fresh for several weeks after you've started dispensing it. This gives the bar an opportunity to serve many beers without risk of having to throw away any of those beers."

A KeyKeg already consists of 30% recycled material. Lightweight Containers is currently testing KeyKegs that are made of 60% recycled plastic. The company has also developed recycling technologies that will enable the company to create new KeyKegs out of used KeyKegs.



These advantages for the supply chain create such demand that KeyKegs are currently sold to clients in more than 55 countries and are produced in Germany, the Netherlands and the U.S. In May 2016 the company announced the launch of a new family of kegs for the U.S. market with the brand name UniKeg. The UniKeg integrates the common spear system along with Double Wall technology. The UniKeg has a standard Sankey D fitting.

Above right: UniKeg®20 and 30 litre for beer, wine and other drinks

Bottom left: KeyKeg family - slimline

For more information visit:
www.lightweight-containers.com

Petainer helps build Rothhammer brand in UK

Independent drinks business and leading importer of South American craft beer, Trilogi Beverage Brands, has chosen Petainer as its partner to help bring the Chilean craft beer brand Rothhammer to the UK for the first time.

This is also the first time draught Chilean craft beer has been made available on tap in the UK and is meeting demand from South American bars and restaurants that want to offer customers a range of high quality authentic craft beers.

Trilogi selected Petainer to help with the complex logistics involved in bringing the beer from South America where it is brewed in Santiago before being shipped to the UK in Petainer's one-way petainerKeg™ - a journey which takes six to eight weeks before the beer reaches the on trade. petainerKeg™ is an increasingly popular alternative to traditional steel kegs, offering significant total cost of ownership and supply chain benefits.

Commenting on the partnership, Darius Burrows, managing director of Trilogi Beverage Brands, said: "Due to the

significant geographical challenges involved, we had to find a reliable partner who could provide technical support and also ensure the highest product quality in terms of taste and shelf-life.

"Petainer's lower total cost of ownership has made it commercially viable to ship draught beer from Chile and introduce the Rothhammer brand to British consumers."

Rothhammer is available to the trade on draught and in bottles on a national

continued on page 48

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Keg beer and cider in export markets – the quality, efficient solution

Following the announcement of the new BeerQX initiative, CBBR and MicroStar have provided more detail on how the process works.

The collaboration provides a bulk beer shipping and in market stainless steel keg filling service.

CBBR operates a fleet of 1.5 million stainless steel casks and kegs and is a long established specialist UK brewery rental and finance provider with over 450 brewer customers. The business also offers a world-class keg repair and maintenance service from a dedicated factory in Yorkshire and through mobile repair trailers.

MicroStar is the Leading U.S. keg solutions provider. Established over 20

years ago it owns 3 million stainless steel kegs and has business relationships with 500 breweries and 1,600 U.S. distributors. MicroStar is responsible for 80% of all kegs repaired and maintained in the U.S. including those of Miller Coors and AB-InBev.

The BeerQX solution is based on utilising the two keg fleets already in market and shipping bulk beer and cider between Europe and the USA (and vice versa), therefore providing the most cost effective method of exporting kegged products ensuring optimum quality.

CBBR and MicroStar have approved contract packagers in both US and



In association with

UK/European markets and will arrange delivery of a cleaned and sterilised bulk tanker to the supplying brewer. Once filled, CBBR or MicroStar arranges shipping to the receiving contract packager in the export market.

On receipt of the bulk tanker, the packager processes the product into CBBR or MicroStar rental kegs to agreed specifications.

Filled kegs are then transported to the supplying brewer's distributor in market and sent to further outlets. Empty kegs are returned to the distributor and from there onwards CBBR and MicroStar arrange reverse logistics back to their respective fleets. The process is costed on a simple one time fee per keg basis.

To find out more about BeerQX, speak to one of the team on 01425 485421.

For more information visit:
www.closebreweryrentals.co.uk



Petainer helps build Rothhammer brand in the UK (cont)

continued from page 46

basis through the following wholesale partners: Matthew Clark Wholesale, LWC Drinks, Nectar Imports, Hills Prospect, Inverarity Morton, HB Clark, and Funky Beers.

Craig Pope, Sales Director at Petainer said: "We are delighted to work with Trilogy and provide the end-to-end support required to bring the exciting Rothhammer brand to market here in the UK. The growth of craft beer has been a

huge opportunity for us, with petainerKeg™ helping to facilitate the growth of breweries around the world."

Petainer also offers a range of other services for the rapidly growing craft beer market, including an app to support the use of petainerKeg™, and the launch of Petainer's online store www.petainershop.com, which enables brewers to buy smaller quantities of petainerKeg™



For more information visit:
www.petainer.com

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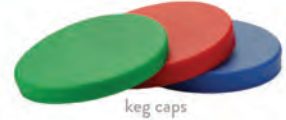


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Crusader builds for a stronger future

Crusader kegs and Casks Ltd has announced it has restructured the company, building stronger links with its parent company NDL Keg in China with multiple operations in North America.

Over the past five years, Crusader Keg and Casks has positioned itself as one of the leading cask and keg suppliers in the UK with an impressive range of products. While NDL Keg is a prominent supplier in the USA and Canada supplying hundreds of craft breweries as well as brewing giants such as AB Inbev, Pabst and Labatt's.

European Sales Manager, Justin Raines said, "Being part of a group like NDL offers us greater resources and scope to

strengthen our position in the market place and offer our customers better service locally as well as internationally."

Steven Syzdek, the new managing director for the UK operation, was appointed in April and will be responsible for operations in both the UK and USA.

Speaking during the BFBI National Luncheon at the Guildhall in London, Steve said, "The UK brewing market segment is strong and we are looking forward to further developing our brand and working closer with our partner companies around the globe".

All the signs point in a positive direction that we are in for a very solid year. NDL is headquartered in Qingdao, China and for over 15 years, has been exporting



goods from China around the world. It has two warehouse locations in the United Kingdom, in Preston and Sheffield.

Pictured above (from left): Steven Syzdek, Managing Director NDL Keg USA / Crusader Kegs and Casks Ltd; Lyman Luan, President of NDL Group and Justin Raines, European Sales Manager

For more information visit:
www.crusaderkegsandcasks.com

GreenCask appears to be bringing sexy back

What's sexy about a vessel that carries liquid from A to B, you may ask? If you pose that question to Emmerald the reply would swiftly be 'The GreenCask'.

"Brewing great beer is the most important thing any brewer can do," director of Emmerald, Greg Whitehorne, explains. "From the very start when creating and designing our cask, we appreciated and were mindful of the importance, time and effort breweries not only put into their product, we understood they also put the same effort into the brands they are building.

"We wanted to make sure for every one of our customers our product was able to align to their brand identity and values and ultimately become part of their brand family the moment it leaves our depot. We made the quality of the beer our top priority when we developed the Emmerald Green Cask. Consumers expect the perfect pint every time and the GreenCask ensures they get it."

Emmerald new generation GreenCasks are manufactured to some of the most rigorous quality standards, in HDPE (High Density PolyEthylene) to fully food approved standards. The ISO 9001 certified precision construction of the

product ensures many years of reliable service from the cask. One significant difference is the lower weight. At almost 50% lighter than stainless steel the GreenCask is certainly much easier to handle and reduces costs over a year for those with a mind on their carbon footprint and transportation costs.

Emmerald Casks use state-of-the-art laser branding technology with a choice of colours to match a brand. More good news is that they aren't attractive to thieves while the HDPE used in their construction means that when they do meet their end of brewery life they are fully recyclable.

"As the market grows and evolves we will be ready to meet the needs of our brewers," adds Greg. "With new products coming online over the next 12 months we are confident that more and more brewers will see this economical high quality product, with all the additional benefits it brings to them and their customers, is not only an attractive benefit it will be and is a valuable addition to their brand."

"We've been using the Emmerald GreenCask for over 5 years." says Dick Simpson, Nene Valley Brewery. "Over that time we have seen the product get better



and better and the service we get has kept pace with our growth, which has been over 500% in that time. They are cheaper, handle and stack well, keep their shape and very easy to clean. Our customers like them too so we've never seen a reason to stop using them"

Above: Paul Woodcock, head brewer at Nene Valley Brewery, with Emmerald GreenCasks

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UB Plastics are now manufacturing an in mould labelled Plastic 1 Pint Cup offering up to 5 colour branding. The cups are reusable therefore environmentally friendly, fantastic quality and are an excellent advertising tool for festivals / events.

Please contact Steve Brown on 07885 866777 or stevebrown@ubplastics.co.uk for any quotations or information and we will be happy to discuss your exact requirements.

Beer swaps – why bother?

asks Peter Godwin, business consultant and founder of Close Brewery Rentals Ltd

When I first got involved with local breweries whilst setting up CBR in 2007, it always struck me as rather odd that I often stumbled across other breweries casks in far off yards and I wondered how and why they had got so far away from home.

"Ah, that would be a beer swap" often came the explanation so I became familiar with the term but without understanding too much behind the rationale for having a third party beer to sell, in exchange for some of one's own.

Older, and hopefully a little wiser now, I realise there is a very solid business case. In fact, it's such a good case I'm rather surprised every local brewer doesn't regularly swap beer!

So let me back up that statement with these observations.

- Beer swaps are done at discount prices. In fact, actual money should not change hands, just beer. Therefore the final sale of the swapped brand should generate a profit opportunity for the recipient brewery of at least the same magnitude as the home produced beer.

- Every local brewery sells some, if not all, of its beer to local pubs and bars. Often those same outlets will be selling other brands purchased from a wholesaler. A beer swap allows that same brewer to offer other brands to its customers and probably at cheaper prices than a wholesaler. The outcome? Greater sales volume, more profit, and less intrusion by the wholesaler – perfect!

- It is well known that beer drinkers enjoy variety. Being able to supply alternative beers direct to pubs and bars can often generate additional orders from existing customers and at

a higher price. Once again more sales and more profit!

- The goal for many breweries is to increase overall sales by conquering new markets. Swapping beer with another brewery does just that. A beer brand will be drunk by new customers and that gives the opportunity for repeat orders and much wider brand awareness – what's not to like?!

So, it's all up side is it? Well, there are a few difficulties. Firstly, a brewery has to find a like-minded brewery to trade with in the right location, and with the right products. That's not always easy and can take a lot of time and research. Often a brewery that wants your brand does not brew a beer that your customer are likely to buy.

Then, if casks are sent to a far off brewery the sender is very reliant on the recipient taking care of, and returning them. At best this can take many months (typically 6 to 12), at worst, it doesn't happen at all!

Finally, it just is not always easy to keep on top of the administration and research required for a long term "swapping" strategy.

So, what's out there to help? BeerSwaps.co.uk was launched just a year ago by ECasks founders Andy and Kay Thompson.

BeerSwaps.co.uk provides a free on-line market place for beer swapping. It makes placing and choosing beers and trading partners easy by just browsing on the site. There is even a tool for users to quickly produce A4 "flyers" for marketing purposes – I tried it and it took less than a minute.

Most innovative and unique is the ability to sell beer to one brewery and

buy beer from another – all on line and with just a few clicks of the mouse. This is partly enabled by a special deal done with ECasks; these can now (and exclusively) be used for beer swaps arranged through the site, and at a discounted rate. So beer swapping does not need to take up any of a brewery's cask population. It can truly be an additional revenue stream.

The message is clear; there are financially sound reasons why local breweries should encompass beer swaps as part of a growth strategy, and to maintain a healthy local market.

Using BeerSwaps.co.uk makes it easy and efficient.



After a successful career in Corporate Banking, Peter Godwin launched and managed Close Brewery Rentals between 2007 and 2015.

Now working with Andy Thompson, Peter is helping to develop Beer Swaps Ltd.



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AFCO C&S Ltd is a leading supplier of specialty hygiene products and services for the cleaning of CIP (Cleaning In Place), OPC (Open Plant Cleaning),

membrane & water treatment systems. Together with AFCO's industry expertise in conveyor lubrication (both traditional wet and dry lubrication), AFCO is able to truly offer a complete package for your brewing facility.

With its own R&D work, together with the acquisition of Thonhauser, AFCO is now in the position of being able to offer products and services unique to the hygiene sector, and more importantly products which are patent protected.

Whilst catering for the services within the brewery, AFCO along with its partner Avani is also able to offer front of house (pub and cellar) hygiene and mentoring services, and has developed a range of patented products for use within this sector.

The AFCO team comprises of industry



specialists with average industry experience of over 15 years each, employing personnel from the brewing, distilling, and associated supply industries. Each member of the team has also been involved in supplying and servicing various regional, national and international groups within the brewing and distilling industries, and have sound working knowledge within this area of the business.

For more information visit:
www.afcocare.com

Fluid launch revolutionises heat transfer

The launch of a first-of-its-kind heat transfer fluid looks set to revolutionise drink production globally, and for the first time ever offers a commercial solution to the long-standing efficiency-versus-toxicity challenge.

Kilfrost has launched its next generation ALV Plus fluid, which offers a viable alternative to monoethylene glycol (MEG) and monopropylene glycol (MPG).

"Not only is ALV Plus certified as NSF safe for incidental contact with beverage, but it offers an absolutely premium performance," explained

Kilfrost's Chief Executive Gary Lydiate.

"Our research and development chemists have been working on our range of advanced low viscosity fluids, and we've had these products on robust tests to really challenge them throughout the development process. We've been absolutely delighted with the results, and with the early response from drink firms globally," he added.

Kilfrost ALV Plus is a low viscosity heat transfer fluid which is formulated with organic, FDA/NSF accredited inhibitors and viscosity modifiers. It has been developed to reduce the incidence of pressure drops, as well as to reduce

pumping costs and increase hydraulic efficiency. The fluid has an operational temperature range from -40°C to +40°C and outperforms MEG, MPG, Bio-PDO and ethanol-based heat transfer fluids. It also protects against corrosion and scaling, and is free from nitrates, nitrites,

borates, heavy metals, and phosphates which are typical in many other standard industry products.

MEG-based heat transfer fluids are widely used in heating and cooling systems as they offer good physical properties, but they are toxic and so pose a risk to human health. The preferred alternative by many – MPG – has a more favourable toxic profile but is far less efficient at transferring heat energy, particularly at low circulation temperatures. And with energy costs spiralling, the industry has long been seeking a most cost-effective and safe alternative.

"We are the original pioneer of safety critical fluids, and we have a proud pedigree of innovation and of developing market-leading and industry-changing fluids" added Gary Lydiate. "This range is absolutely no exception, and our Kilfrost ALV Plus is not simply an advanced low viscosity fluid, but a revolution in heat transfer which removes risk while adding efficiency and reducing operating costs. Needless to say we're delighted to be bringing it to market," he concluded.

For more information visit:
www.kilfrost.com





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How to get the perfect 10 Advice from the Proton Group

We are a proud brewing nation that produces a wide and varied range of beers and are undergoing a brewing renaissance at the moment with more independent breweries than any time since the last war. But and there's always a but, we have a problem that too many beers are sold below the standard the brewer would like, well below the perfect 10.

One in three pints served is through dirty lines, one in four pubs has below standard glass washing procedures, one in seven handpulls is dispensing less than 20 pints per week. All facts taken from the latest Beer Quality Report 2017 undertaken by Cask Marque and solid proof that we are a long way from the perfect 10.

This situation has arisen since the industry moved away from the vertical integrated brewery model, a situation brought about by government regulation. In the old days the brewer would control the route to market and was the custodian of quality from grain to glass

spending large amount of money and time ensuring that the beers got into the glass in the best possible condition. Along with the first class raw materials, brewing knowledge and quality control systems a vital part of the process is hygiene. Using the correct detergents and sanitisers and understanding how they work and more importantly, how to use them effectively with fully trained personnel from the brewery to the pub was vital to their success.

The Proton Group Ltd has a long established history of supplying the brewing industry with detergents and sanitisers designed to meet the needs of the brewers. Formulated to clean and sanitise brewing vessels and backed up with an industry leading support package, the company is in a perfect place to address the needs of the current licenced trade. The range of line cleaning and glass washing products is formulated to be effective in all conditions along with sanitiser sprays and beer nozzle cleaners to ensure that the whole system is cleaned effectively.

The Proton Group working identified that



this is only part of the solution, so a website offers FREE guidance, help and support on best practices and how to guide. The site is called www.cellarcraftuk.com

Joining the CellarCraft team is Mark Tetlow from The BeerHub Brewing Consultancy Services which allows for all customers to be offered comprehensive training to brewers and licencees, which is vital to ensure that the right chemicals and practices are being used correctly.

By supporting the hygiene journey from grain to glass, unique in the industry, Proton is helping brewers and pub operators to achieve the Perfect 10.

For more information visit:
www.cellarcraftuk.com

Holchem launches Holistic Green Range

Holchem, a UK leader in hygiene technology solutions, has launched the 'Holistic Green Range', a selection of concentrate and 'ready to use' cleaning products that are Ecolabel accredited and designed for use in the hospitality sector.

Managing the sustainability of their products and business is massively important to Holchem and the company aims to lessen the overall effect on the environment by taking into account detergent use concentration, water consumption and chemical miles.

Products in the Holistic Green Range have:-

- Low impact on aquatic life.
- Reduced use of hazardous raw material substances.

- Low packaging waste.
- Efficient cost in use formulations
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The range includes:

- Washing Up Liquid Concentrate
- All Purpose Cleaner Concentrate - Ecological All Purpose Cleaner.
- De-greaser Concentrate
- Washroom cleaner Concentrate
- Toilet Cleaner RTU
- Dispenser Pack - dispenser pack containing 2 x750ml trigger bottles and 1 x 15ml pelican pump. This pack is available for All Purpose Cleaner Concentrate, Degreaser Concentrate



and Washroom Cleaner Concentrate.

Commenting on the launch, Jim Taylour, head of products, research and development, said: "The launch of our Holistic Green Range is an important addition to our range of products and the Ecolabel accreditation is testament to our commitment to give our customers a product that is of the highest environmental and performance status. We constantly review the performance of our cleaning products, equipment and systems to ensure they are as safe as possible and present the lowest hazard to personnel and the environment."

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AB Vickers line is part of Lallemand range

Lallemand Brewing, a business unit of Lallemand Inc., is focused on bringing unmatched products, services and technical support to the brewing industry worldwide.

Lallemand's presence in the brewing industry dates from the early 1970s when the company started producing dried pure culture brewing yeasts for beer kit manufacturers in Canada. In subsequent years, this activity was expanded to the production of other specific ale and lager beer yeast strains for different clients in the United States, Europe and Australia and Asia. Backed by this history of collaboration, Lallemand's extensive and unique knowledge in the propagation of different yeast strains led us to be consulted on yeast nutrition by a number of international breweries.

Lallemand Brewing offers the AB Vickers line of products. Both traditional and innovative, the AB Vickers line varies from beer and wort clarification products to a comprehensive range of non-GMO enzymes. From small local breweries up to the largest beer production companies, many organisations around the world rely on the AB Vickers line

thanks to the constant technical innovation and expertise that backs its offering. All of these brewing companies benefit by tapping into the significant expertise and resources offered by a team of brewmasters and by the company's R&D capabilities.

Supported by decades of long-standing industry experience, an extensive support network, and strong technical expertise, Lallemand Brewing is perfectly positioned today to help breweries achieve their most ambitious growth and quality goals. Beyond an unparalleled global technical support and expertise, Lallemand offers an extensive range of products, services, and education, grouped under a different set of brands.

As a result of Lallemand's close collaborations with brewers worldwide, we developed – and continue to perfect – a specialised range of yeast and yeast nutrients that target brewing industry's specific challenges. Lallemand's premium brewing yeasts offer brewers unmatched consistency, reliability and purity from one batch of beer to the next one, allowing them to take full control of the brewing process, exercise their full creativity and obtain the exact aromatic and flavour qualities they want.



Lallemand Brewing also offers to the brewing community outstanding education, services and products via the Siebel Institute of Technology, one of the world's most respected brewing schools and analytical laboratories.

For additional information on all of the products, services and education Lallemand Brewing has to offer, visit the new website at www.lallemandbrewing.com

This new website features among others new tools for assisting brewers on their day-to-day activities, from pitching rates, nutrition and ABV calculators, as well as Technical Data Sheets for each product and soon-to-include technical articles and a knowledge base.

**For more information visit:
www.lallemandbrewing.com**

Avani Solutions launches hygiene range

Beer hygiene specialists Avani Solutions is branching out with a range of new cleaning products aimed at commercial breweries – from brewpubs to regional brewers and everyone in between.

The centrepiece of the range is a unique chlorine-free product, SMARTADD-9, that can be added to sodium hydroxide (NaOH) based cleaners to verify hygiene efficacy in tanks, pipes, heat exchangers and filling lines.

"There is no other product on the market that does this," said Avani's Amanda Thomson. "Until now brewers either had to assume equipment was clean until something bad happened to tell them otherwise, ATP test rinse water or send samples away for testing. Either



approach is fraught with delays, risks and inaccuracies. Our verification product range gives accurate hygiene feedback so brewers can be confident clean means clean."

The concept of 'verification-in-place' is not entirely new. Avani Solutions has been applying a similar technology in beer dispense hygiene, with Desana

VERIFY chlorine-based beer line cleaner, since they started out. Positive feedback from an increasing client base convinced them something like it would also be useful for breweries.

As well as the new hygiene verification products, Avani Solutions' craft brewery cleaning range includes acid and alkaline cleaners and lubricants for conveyors.

Amanda adds: "We all know that brewing is something you do when you're not cleaning, so we've set out to make sure brewers can maximise their time making beer because they know their cleaning processes have been efficient and effective."

**For more information visit:
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Liquor composition - advice from Murphy's

"We take treating your liquor very seriously at Murphy's. If you purchase any of our liquor treatments please remember you are entitled to a free liquor analysis and our technical support. We will recommend the most suitable treatment for your brewery."

IONIC COMPOSITION

Originally, brewing started up in areas where the water supply was suitable for the production of beer, but with modern supply systems, the water available can be unsuitable. The natural water in areas such as Burton-upon-Trent proved excellent for production of bitter ale beers and many brewers will now treat their incoming supply to adjust pH and salts content to emulate Burton water. Where dissolved salt levels are low, it is usually sufficient to make up the concentrations to the desired levels. The most important ions are calcium.

CALCIUM

Calcium is a very important constituent and performs a number of functions:-

- Decreases the pH during mashing and wort boiling, favouring enzyme activity
- Promotes the precipitation of unwanted proteins in the kettle
- Promotes yeast flocculation at the end of fermentation
- Promotes head retention on beer
- Prevents Beerstone

SULPHATE

Sulphate is added to give beer a drier and more bitter effect

CHLORIDE

High chloride concentrations are not usually

found in water; its addition can impart palate fullness

WATER HARDNESS

The presence of calcium or magnesium ions in water gives rise to hardness. Calcium (or magnesium) bicarbonate in water is termed temporary hardness, so called because it can be removed simply by boiling the water and precipitating insoluble carbonate together with the evolution of carbon dioxide.

Calcium or magnesium salts other than bicarbonates, typically sulphates or chlorides, are termed permanent hardness because they cannot be removed by boiling.

TEMPORARY HARDNESS

This needs to be closely controlled in order to achieve good beer. High levels of bicarbonate cause high pH values throughout the brewing process.

It should be noted that bicarbonate ions are rather more effective at raising wort pH than calcium ions are at reducing it.

The conversion of bicarbonate to carbonic acid is reversible until heat is applied, which drives off the carbon dioxide. This effectively removes the acidic hydrogen ion from the system by using it to form a stable water molecule. The wort pH therefore remains high and all the advantages derived from the presence of adequate calcium levels and reduced pH are lost. This has the following effects:-

- Harsh after-tastes in the finished beer
- Extract will be reduced due to lower β -amylase activity
- Poorer fermentation due to reduced FAN levels
- Reduced protein precipitation due to high pH

- Worts and beer more prone to infection
- Hop utilisation will be increased, giving more bitter beers
- Increased sparging of undesirable materials

The result of this last item is to decrease beer stability, shelf life and to increase the likelihood of hazes. Colour will be darker, and flavour will be affected.

It is essential to ensure removal of excess bicarbonate. Hard water may contain 250 ppm of bicarbonate. The maximum level that can be tolerated without adverse effect for the production of pale ales is 50 ppm, and the preferred level would be about 25 ppm. It should also be noted that whilst additions of calcium may be made to the hot liquor tank, grist or kettle, the removal of bicarbonate must be achieved in the hot liquor tank. This may be done by using an acid treatment.

This is now the most widely used method, for a number of reasons:-

- It is relatively inexpensive
- It is easy to use and does not produce sludge in the hot liquor tank
- Products such as AMS will add desirable anions, sulphate and chloride
- It can be achieved by using products such as Lactic Acid if no anions are wanted - for example in lager beers

**For more information visit:
www.murphyandson.co.uk**



Klenzan launches pre-dosed cleaning sachets

Klenzan Ltd has launched Green'R, its new eco-friendly pre-dosed range of concentrated surface cleaning products.

The Green'R range are cleaners and sanitisers designed for all routine cleaning jobs and where storage space is limited. The eco-friendly products come in pre-dosed water-soluble sachets (PVOH) that dissolve in under 60 seconds and include a sanitiser, tested and approved to BS EN 1276 for effective bacterial reduction.

The easy to use PVOH sachets cut down on the need for bulk storage and ensure there is no skin contact with concentrated chemicals. One small pack of 20 x 10g sachets equates to 15 litres of chemical solution, when dissolved. Once added to water, the Green'R surface sanitiser remains totally effective for up to 28 days, retaining outstanding capacity to clean and disinfect without the need to be replenished.

An independent company with over 28 years experience, Klenzan is one of the UK's most trusted providers of industrial hygiene

solutions. Working across the beverage and brewing industries, amongst others, Klenzan is ideally placed to market this innovative range of products.



**For more information visit:
www.klenzan.co.uk**



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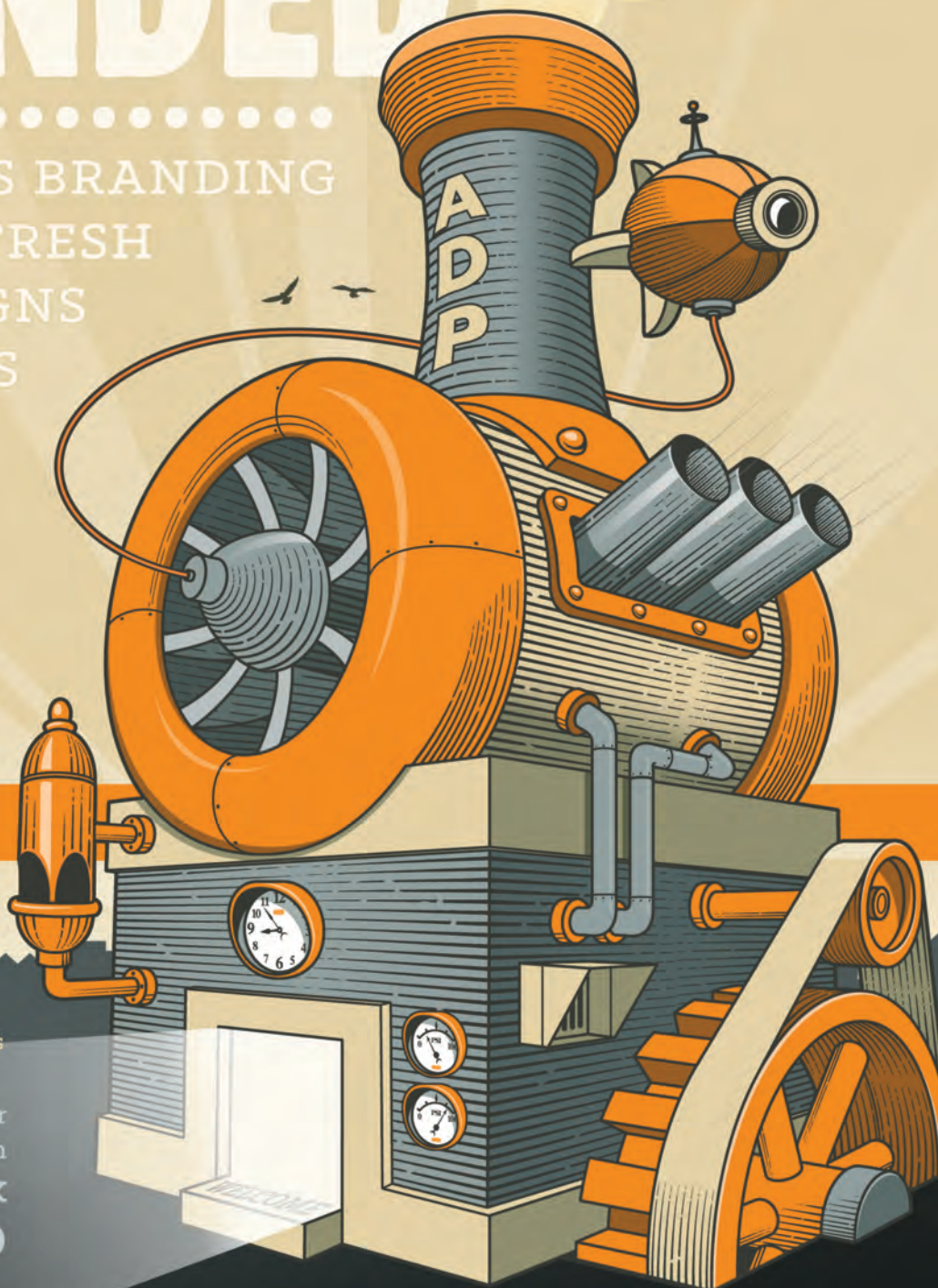
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Branding, a widely used but often misunderstood word! says Andy Mogg

So what is a "brand" and what does the word mean?

History tells us that for hundreds of years, cattle owners have been using branding irons to indicate which livestock were theirs. As the animals moved around the country to markets, auctions and slaughterhouses, it was easy to tell where they were from because of the specific marks made by the branding irons. In the business world, branding is about much more than just a mark.

"Brand" is a word that is widely used but often misunderstood. People often use the term to refer to the logo of a business or organisation. Others define the meaning of "brand" as the name given to a product or service from a specific source eg. a brand of soft drink is Coca Cola, or a brand of car tyre is

your brand is. Your brand is the personality of your product, service, and company. It brings about various feelings when your customers interact with it or think about it, ultimately leaving a lasting impression on them. A good brand maintains positive feelings and results in loyal customers. Simply put, your brand is your pledge, your assurance, and your commitment to your customer. It tells them what they can expect from your company, and it differentiates the services your company offers from that of your competitors.

Customers make buying decisions based on promises and trust, both of which transcend the product or service they are buying, and brands are built on keeping these promises and building this trust. The purpose of your brand is to get people who have a specific need or problem to know, like and trust you. Branding can be viewed as all the

activities that help you with the know, like and trust of your customers.

Advertising and marketing help get your name out there but many other factors are much more important in building a successful brand. Things like how easy it is to do business with you, your customer

service and, most importantly, if you exceed expectations and deliver on your promises, make the biggest impact on your customers.

Your brand is everything from your name and logo, to the wording and tone of voice of your company literature, through to the emotional associations that a customer makes with your business. It encompasses who you are, your aspirations, and what

people perceive you to be. Get your branding right and you can establish a significant and differentiated presence in the market that attracts and retains loyal customers.

At my own company, we often tell people we are a branding agency, creating brand identities for businesses, especially breweries, throughout the UK. In fact we use our "Great Business needs Great Branding" tagline across all of our promotional literature. We recently worked with Little Ox Brewery to create a brand that symbolises their roots in Freeland, Oxfordshire (see image left).

Little Ox Brewery have a lust for hops and a determination to make exciting, full flavoured beers that are a change from the mundane. They need to show they are different and unique, so using an innovative typeface and bold icon along with daring colours and textures our creative team have given them a brand identity that does that.



Michelin. However, creating logos and names like these and placing these in the customer's mind, through advertising and marketing campaigns, is just a small part of your overall brand.

Your brand is much more than the name or images used to represent your company. Of course, all brands need a logo, a colour pallet, a slogan and an associated URL, but that's not what



Andy Mogg is a director of LemonTop Creative, a leading branding and creative design agency. He is also an all-round beer geek and blogger. Take a look at how LemonTop's creative team are changing the face of beer branding by visiting www.lemontopcreative.com

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Surely quality must be the driving principle? says Nick Jones of Arlington Packaging

The most important factor when considering the best solution for the transportation and storage of finished beer products must be to choose the one which is going to have the least negative impact on the quality of that product

All other factors such as cost, ease of use etc. must take a back seat when compared to getting the product to the customer in as near as possible the way in which it is intended. No doubt there have been many happy accidents over the centuries where the unintended consequences of some factor of production or transportation has led to an improvement in the desirability of the end product, take cheese or Worcester sauce as two, however, this possibility is not a good or reliable basis on which to hang your hat.

When care, time, effort and probably sleepless nights have gone into achieving a brew that meets the aims of its maker, the trick is to get it to the customer in as near to the same condition as is possible.

The main factors that are going to affect that at this stage are the introduction of contaminants through poor hygiene or the introduction of dissolved oxygen (dO₂) through poor handling practices. In a market that has seen massive growth in producers and where small pack products, bottles and cans, represents a strong and sizable proportion of production, competition is fierce. Many brewers, therefore have the



added headache of having to get their baby to their chosen packaging supplier in tip-top condition.

Bag-in-box style IBC's are able to overcome all of these problems; firstly the use of a new liner for each fill (costing much less than the chemicals, energy and labour involved in the cleaning of a rigid IBC), removes the possibility and risk of filling into a contaminated environment. Each liner has both fill and empty ports and valves integrated into it, again single use and guaranteed clean.

Secondly, as the system is filled from empty, that is to say, instead of filling into a void the product is filling into a sealed air-free environment inside the liner bag and assuming that the connecting pipework is properly sealed and purged of air prior to the fill, then the entire process can be carried out in a completely isolated environment free from air and all other external contaminants. Similarly, discharging the product does not involve having to vent the system, so again no external contaminants are drawn into the system. Once filled, the liner forms a barrier between the product and any remaining headspace, preventing any O₂ pick-up, this has the added advantage of allowing partial loads below 1000ltrs to be carried without any dO₂ penalty.

Most bag-in-box systems use a collapsible outer box, this provides for a smaller empty storage and transport footprint. Boxes are usually of rugged plastic or metal construction both of which remove any UV interference, however plastic outer boxes are lighter to handle when empty, but also have cavity walls giving the advantage of providing better thermal protection to the product whilst in transit.

Removal of hygiene, O₂ and UV factors play an important part in reducing the risk of developing unwanted taints, odours and flavours within the beer and also increases the shelf life of the packed

product. So, as with the brewers themselves, packaging companies pride themselves and are judged by the quality of their product. This has led to many of the growing number of quality bottling and canning companies either recommending the use of bag-in-box units or providing them as an integrated part of their own service, after all the quality of the packaged product is intrinsically affected by the quality of the product inside it.

Whilst the cost of the b-i-b units is higher than that of the bottle and cage units, most suppliers of b-i-b units provide very inexpensive long and short term hire terms, and whilst the cost of liners can vary depending on the liner spec and the supplier, they are inevitably cheaper than the cost involved in properly sanitising a rigid bottle for use. In any event, as the title of this piece suggests, surely quality must be the single factor to determine what type of transport container to use.



Previously in the water engineering sector, Nick Jones has been with Arlington for about 10 years working across the industrial, water and beverage sectors as a technical sales specialist.

During this time has advised on handling products from methadone to mayonnaise and just about everything in between.

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Dissolved Oxygen (DO) is a major determinant of the quality and longevity of small pack beer products.

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Choosing new equipment

How good planning and training means that money is well spent, beer quality is optimised and the awards keep coming.

by David Smith & Rob Smith

A quick flip through this magazine reveals some of the many equipment options available to the brewer searching to improve production. From a new pump to complete brew houses, simple bottle fillers to fully integrated keging lines, and control units ranging from a basic temperature read-out to touch-screen panels; all are designed to increase productivity, automate the process, minimize production problems, improve quality – and, of course, increase profit.

Many brewers are competent and comfortable with their existing brew plants. They know every valve and switch, and every quirk and idiosyncrasy of their equipment, coaxing it along to producing award-winning beers. But when it comes to upgrades, all this can change. Suppliers will often provide basic training on particular pieces of equipment to ensure their functionality, but adapting the brewing process to work just the way you want it and produce beer to the same standard and quality of your previous brews takes longer.

At Brewing Services and Consultancy, we spend time working with brewers and suppliers to ensure the correct equipment is chosen to optimise production and ensure the best possible beer quality from day one. We see it as providing the software to go along with the hardware. This starts with the design stages of a project, including how the transition from the old brewing equipment to the new takes place, sometimes working the new equipment in with the old, all whilst still producing beer. New brewing practices may need to be adopted and solutions found to the inevitable problems that crop up during commissioning: 'adapting to overcome' as we often say.

Having designed and commissioned



brewplants and equipment of all types, from numerous suppliers and for more than 170 breweries, we are in a unique position to anticipate problems and advise on options, with a view to maintaining best brewing practice.

Project planning and building design will all help produce a better quality beer, even before the first pint is brewed. It's also worth spending the time to create an ergonomic production system. After all, the less running around a brewer has to do, the more time he has to concentrate on the finer points of brewing and maintaining beer quality, as well as providing a more efficient and safer brewing environment.

Maximum efficiency is more than just a collection of shiny new tanks. The process has to work effortlessly from milling (often a new skill for many brewers upscaling), through to beer maturation, along with filtration, carbonation and packaging, whether in cask, keg, bottle or can. Another pair of experienced hands is a great help during commissioning, working on the old adage 'Two heads are better than one'.

Automation has an ever-increasing part to play in modern brewing, but it cannot replace a well-trained and experienced

brewer. Why spend money on shiny new plant to improve production without improving the knowledge and skills of those who operate it, both to harness the capabilities of the machinery and understand its limitations?

Detailed planning of a project, selecting the right equipment and ensuring the right procedures are put in place, along with comprehensive staff training, are all essential to success and mean that the money is well spent, beer quality is optimised and the awards keep coming.



David Smith, BA(Chem), FIBD, Dipl.Brew and Rob Smith, BSc., M.Sc.(Biol.) run Brewing Services and Consultancy Ltd. Brewing Services has trained hundreds of brewers, from novices to experienced brewers seeking to upgrade their skills and knowledge, and designed and commissioned breweries all over the UK and beyond.



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The Importance of Well-Designed Packaging

by Mike Impson, Sales Director (Saxon Packaging)

There's no denying that getting your beer's packaging right is an important step to success. In a highly competitive market keeping up with the packaging and marketing trends is an important part of giving your beverage the edge that is required for that crucial conversion; and packaging is after all, the final opportunity for a brand to visually convey its message and appeal to the consumer.

Packaging is also particularly vital in the brewing industry for those who bottle and can their brew as it acts as that crucial protective measure that protects the precious cargo in transit. Cans and bottles are particularly pressure and high-impact sensitive and good quality packaging prevents damage that can ultimately lead to a decrease in product value and profit.

Whether your beer being transported in your own vehicle, courier or bulk palletised, the mode of transport being used and how your beer is stacked will hugely determine how your packaging is designed and engineered, such as what material grade, board and dividers are used to guarantee optimum strength and suitability to conditions. An often unavoidable aspect of a quick turnaround in a canning or bottling line is that cans and bottles are packed when they are still damp. Well-designed packaging takes extra precautions in these moist conditions such as including a kraft inner liner and a waste based fluting to support and prevent damage of the boxes.

Logistical specifications directly affect the foundations of packaging, but after these aspects are covered an almost infinite amount of options are left open to you and your brand's packaging. Consumer's expectations of packaging is

constantly growing due to packaging developments throughout all industries, and companies have the exciting job of not only keeping up but standing out. Packaging in the beverage industry is one of the most transparent ways to give consumers an impression of a brand before they sample the contents inside.

Although quality and flavour of a beverage is what matters most when it comes to retention and advocacy of a customer, it is the visual representation and brand impression which initially attracts a person to sample the beverage in the first place. Breweries put great thought and effort into producing a high-quality brew so it is important that the quality of the contents is reflected in the exterior.

The best examples of product packaging we see is when real care and thought has been put into the consumer's experience, such as taking advantage of the packaging artwork and incorporating this into packaging design and structure. An innovative example would be taking a feature of a beer's label and allowing this to show through the gift pack or carry pack in an interactive way with a die-cut window.

When deciding on printed packaging it's important that people know the vast array of print options available for their packaging as well as which process will produce the quality and standard they want for the right price. Digital printing is often seen as the 'go to' option for high quality printed packaging for a relatively low unit price, but lithographic printing produces printed packaging to a higher standard whilst also providing endless options for print finishes, all of which are opportunities for the consumer's experience of the packaging to be enhanced.

You would be surprised at the variety of print finishes there are out there, such as

fragrance burst (or 'scratch and sniff'), gold/silver foil blocking, spot uv varnish and different film laminates to give the packaging a luxury feel such as silk, soft-touch and matte. It's also important to know that there is a tipping point when lithographic printing becomes considerably cheaper per unit price the higher the order quantity gets, so litho is definitely an option more than worth considering.

Print finishes have the potential to propel a product's packaging to the forefront of innovation, and when thought of in conjunction with the packaging artwork can really make for some industry leading, premium beer packaging worthy of the brew inside.



Mike Impson is Sales Director for Saxon Packaging. Saxon Packaging having been founded in 1986 has been designing and manufacturing corrugated packaging for over 30 years. Supplying breweries, bottling companies and microbreweries, Saxon offers turn-key solutions for bottled, canned and bagged beverages.

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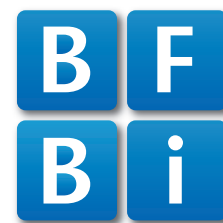


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Brewers/Distillers Benefits



BFBi was formed in 1907 as ABTA (Allied Brewery Traders' Association) to lobby Government of the day's legislation to control the Brewing & Licenced Trades.

Among a gamut of sweeping changes aimed at the Brewing & Licenced Trades, its main proposal was that, at the end of 14 years, the ownership of all licenced premises should revert to the State.

Also, at the end of this term, local polls would give electors the option of voting for complete prohibition or a reduced number of licences. ABTA distributed millions of leaflets, posters and pamphlets throughout the country, culminating in a demonstration on 29th September 1907 in Hyde Park attended by 250,000 people, including 120,000 members of the Brewing & Allied Trades.

Such was the effect of this demonstration that the Bill received its coup de grace in the House of Lords on 27th November 1908.

109 years on, BFBi continues to represent the supply chain into the beverage industry with Full Members ranging from barley and hop merchants through to process engineers, packaging, point of sale.

Manufacturers, including brewers/distillers, may join as Associate Members.

As a "traditional" industry (in its best sense), where relationships between supplier and customer are recognised as adding value and ensuring sustainability, BFBi is well known as a facilitator of social and professional networking events.

BFBi also has a range of benefits available to manufacturers, as well as traders, including:

- **Export Support** – as a Trade Challenge Partner for UKTI, BFBi delivers financial and mentor support to companies within the brewing and beverage industry, as well as organising attendance at overseas exhibition and market visits. Host of the British Brewing Industry Export Email Group. This is a free of charge benefit to all manufacturers, with BFBi communicating and facilitating export leads. To be added to the list, please contact us.
- **Discounted Feed Assurance Scheme** – a Scheme developed for brewers producing less than 200,000hl of beer per year and its distilling equivalent. As a BFBi Member, brewers and distillers benefit from a one band discount (Band 2 and above).
- **Free of charge HACCP Training** – for brewers/distillers on the Feed Assurance Scheme. Certificated by SALSA.
- **Annual Directory** – the most comprehensive guide to the industry, distributed worldwide. Available in hardcopy, cd format and interactive format on the web.
- **Website** – constantly updated with access granted to Members Area, packed with updated research, legislation, guidelines and BFBi information.
- **Newsletter** – SupplyLines quarterly newsletter, sent to Members and industry. Your press releases are included free of charge. The BFBi e-newsletters provide a weekly update for Members of BFBi. Members may also use the facility to market events they may be organising to other BFBi Members.
- **Market Information** - access to news, statistics and information from internet sites around the world ((BFBi is a subscriber to the Financial Times, Just Drinks, The Grocer, Birkners Beverage World and other global drinks sites).
- **Business Advisory Helpline** - provided, free of charge, to BFBi Members from Croners Consulting giving advice and information on the full range of business issues, including PAYE, VAT, Tax, Corporate Law, HR, H&S
- **E-Groups** – the latest industry and sector specific information, delivered direct to your inbox weekly.

ASSOCIATE MEMBERSHIP
COST: £220 + VAT per annum

For more information please contact info@bfbi.org.uk

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